

Starchroom



NEXT TIME,
BRING YOUR SHIRTS IN TOO!



Satinette

HALF CORN



There is no satisfactory substitute for cotton padding when it comes to getting maximum efficiency from your flat-work ironer. Cottonblossom padding is made from carefully selected cotton. It is clean, white and resilient, and is **GUARANTEED** to give complete satisfaction.

Southern Mills, Inc.

The Cottonblossom Line of Laundry Textiles
Manufactured in Our Own Plants and Sold Exclusively by Supply & Equipment Jobbers



ATLANTA
585 Wells Street, S.W.
Phone Lamar 1991

CHICAGO
10-103 Merchandise Mart
Phone Delaware 7-5193

DALLAS
Rm. 515 2nd Unit, Santa Fe Bldg.
Phone Prospect 3981

DETROIT
1827 W. Fort Street, Suite 515
Phone Woodward 1-0073

LOS ANGELES
3769 S. Broadway
Phone Adams 2-6171

NEW YORK
233 Broadway
Phone Beckman 3-9260

Starchroom LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXI, No. 6, JUNE 15, 1954

Features

How Red Tag Handles Its Cash.....	By James A. Barnes	13
Sales Promotion Came to the Rescue.....	By James A. Barnes	14
Helpful Hints From Holiday House.....	By Henry Mozdzer	18
Miniature Displays Sell Shirts.....		22
Advertising for the Laundryowner, Part II.....	By Robert M. Place	24
Allied Services Bring Bigger Bundles.....	By Henry Mozdzer	32
A National Advertising Campaign.....	By James A. Barnes	36
Cleaning		
How Staub Improved Wool Finishing Efficiency.....	By Henry Mozdzer	66
Engineering		
How To Select a Packaged Watertube Boiler.....	By Joseph C. McCabe	70

Conventions

Allied Trades Groups Combine.....	40
Maryland-D. C.-Virginia Convention.....	44
Indiana Quick-Service Meeting.....	44
Jubilee at Hartford.....	46
Southern Laundrymen Meet.....	46
CRI Convenes in Montreal.....	48
Sales Theme of New Yorkers.....	54
New Hampshire's First.....	60
Meeting in Montana.....	60

Departments

Editorial.....	10	New Products and Literature	80
Laundry Business Trends	30	News From the Allied Trades	90
Rhapsody in Below.....	56	Convention Calendar	93
Laundry News Notes	62	Obituaries	93
Engineering Questions and Answers	78	Index to Advertisers	98

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Shopping-Center Research

Laundryowners considering branch plants or stores near or adjacent to new shopping centers will be interested in an article by Robert H. Armstrong, economic analyst and real estate appraiser, in the May issue of *Urban Land*. In the article he expresses the opinion that a shopping center cannot create consumer expenditures, but can only intercept them on their way to the location where they were originally spent. Consequently when square footage of floor space is doubled in a given market area, something must definitely "give" sooner or later, he says, unless a population increase is occurring at a rapid enough rate to create a demand for the new space.

After listing 29 prerequisites for successful centers, including potential customers, facilities to be offered, and analysis of costs in many classifications, Mr. Armstrong observes that in his experience one of the primary errors incurred by both stores and the promoters of shopping centers lies in the overestimation of the trading area. He suggests that the trading area properly should be regarded as the prospective source from which a store or stores can hope to attract some 90 percent of the business.

Department stores, Mr. Armstrong continued, face the problem as to whether to locate in the center of a busy thriving suburb or nearby satellite city, or go out into the open space and put a store in a mammoth shopping center. In a national survey of shopping centers just completed by his firm, Armstrong Associates, it was found that very few department stores in outlying shopping centers had annual sales of more than \$70 per square foot of selling space. Many stores, even those in operation for two or three years, were doing business at from \$50 to \$65 per square foot, and some chain stores were found that were not doing much more than \$25 to \$30 per square foot on an over-all basis.

On the other hand, Mr. Armstrong said, department stores on suburban main streets or near the center of a satellite city had much higher earnings per square foot of selling space than did stores in hinterland shopping centers. He declared that while shopping-center business may take a considerable period of time to develop, the fact must be realized that \$80 to \$100 earnings per square foot of selling space are not likely to be in the cards for a department store for a long time to come. He then goes on to present an interesting analysis of sales volume necessary to bring a profit to a new retail outlet located in a shopping center.

While the article does not treat specifically the problems peculiar to the laundry industry, it will serve, when taken into consideration along with the material included in our issue of last September, as an excellent guide to laundryowners who are still in the "dream" stage. Copies may be secured from the Urban Land Institute, 1737 K Street, Washington, D. C.—Jim Barnes



"GET YOUR SCORECARD HERE!"

The white-coated barker looks down at the wide-eyed youngster by your side. "Got your scorecard, Sonny?" he asks.

The small hand squeezes yours, and its owner looks up at you pleadingly. You sigh, grin, then reach for the dime, and all's right with the world again—for a minute, that is.

Another dime, another Spring, and his first ball game. Sure takes you back, doesn't it?

And how about this Spring, Mr. Laundry-owner? Is it "Take me out to the ball game" or "I'm tied up in the washroom."

No getting around it, today's washroom is headquarters for headaches. Countless kinds of fabrics and a multitude of mysterious soils. Small wonder that no simple mixture of soap and alkali made in your washroom can hope to solve the problem. And no ordinary built soap can, either.

But the problem can be solved . . . solved by a new product born of twelve years of tireless experiment in the laboratory. Solved by a product now tested and approved by hundreds of new laundry users everywhere:

New PRIME SOHP with SHOCK-TROOP ACTION!

Here at last is a complete product which washes clothes brilliantly clean REGARDLESS OF THE DEGREE OF SOIL!

A complete product which "job-rates" itself to the type of soil in the load!

A complete product which fires barrage after barrage of reserve alkali washing power (OH) into the load when needed, but only when needed!

A complete product which actually washes clothes 15% brighter to the naked eye, with minimum tensile strength loss!

Here is a complete product with a chemical brain, unerringly changing its washing

power to the amount of soil in the load. Here is SHOCK-TROOP ACTION . . . blasting free the soil, yet protecting the fabric from over-alkalinity.

For New PRIME SOHP with SHOCK-TROOP ACTION is far more than mere talow soap and alkali. It is twelve chemically-balanced built soaps in one—welded together in perfect union by homogenization in a giant spray tower more than four stories high!

Sound like broad claims? Rest assured that no manufacturer has ever been better able to prove his case. Ask any regular user of New PRIME SOHP with SHOCK-TROOP ACTION. Ask the hundreds of laundry-owners who have switched in the few months since it was announced to the trade.

They'll tell you that their washroom problem is no more. They'll tell you that customer "quits" are decreasing daily, that their washes are building a reputation for quality, and that new customers are on the rise. They'll tell you that damage claims are becoming fewer daily.

But don't take our word for it. Now — today — get a trial order of New PRIME SOHP with SHOCK-TROOP ACTION from your own jobber. Call him right now.

Then, use it hard; use it regularly; use it critically.

Like countless others, you'll find your washroom problems waning. And you'll find your washes 15% brighter to the naked eye.

You'll agree that New PRIME SOHP with SHOCK-TROOP ACTION is the finest soap product you've ever used in your laundry. If not, you have lost nothing, for it is sold with an unconditional, money-back guarantee.

Gordon R. Gultor President
Beach Soap Company
Lawrence, Mass.

126 Years' Continuous Progress in Manufacturing of Fine Soap Products

Formula for MORE PROFITS IN THE LAUNDRY BUSINESS

WITH Long-Life DIVCOS...
YOU WRITE 'EM OFF THE BOOKS
IN 4-5 OR 6 YEARS . . . but
YOU KEEP ON RUNNING THEM
FOR 5 OR 6 YEARS LONGER!

because—
RUGGED
DIVCOS
are built for
EXTRA
LONG LIFE!



- YOU can pile up an enormous amount of low cost route mileage with these long-life Divcos before it is even necessary to consider buying replacement trucks. It has become standard practice with hundreds of Divco owners to run these sturdy, economical Divcos for several years and then give them a new paint job and a minor overhaul. Thus, a few hundred dollars makes them as good as new and they are ready for many extra years of efficient route service long after they have been written off the books. That's cheaper than spending thousands of dollars every few years to replace ordinary, conventional short-life trucks. A great many well managed laundries and other businesses have increased profits year after year by standardizing on economical, long-life Divcos! It will pay you to DIVCO-ize and ECONOMIZE!

DIVCO CORPORATION—MAIL ADDRESS: P. O. BOX 3807, PARK GROVE STATION, DETROIT 5, MICH.



The Demand:

Terrific!

The Reasons They have everything you could ask for

STURDY, Dependable and simply designed. ANY PART CAN BE RE-PLACED IN LESS THAN 10 MINUTES. Separate storage for Linen and Baskets. Basket Action with the Cloud Control System.

Even a quick look at CISSELL LAUNDRY AND DRYCLEANING TUMBLERS will reveal sturdy construction, flexible operation and accessible parts for maintenance and cleaning. But, better still, a check with users will prove the dependable performance you want in tumblers. CISSELL LAUNDRY TUMBLERS—GAS-FIRED, 36" x 30", or "Twin" with Time & Temperature Control or Bell Signal Time Alarm. STEAM-HEATED, 42" x 42"—100 lb., 36" x 30", or "Twin" with Time & Temperature Dry Alarm or Bell Signal Time Alarm. CISSELL DRYCLEANING TUMBLERS—STEAM-HEATED ONLY, 42" x 42"—100 lb., or 36" x 30" with Bell Signal Time Alarm and Thermometer. NOTE: 42" x 42" Tumblers have reversing or non-reversing basket.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC., LOUISVILLE, KY.

Sales Office: 100 W. Jefferson Blvd., Los Angeles—Foreign Distributors write Export Dept.—Cable: "CISSELL"



Specialists in Laundry Cleaning Products

"Wyandotte's New Economy Twins[†] save us over 1000 gallons of hot water per load!"

Louis Freid, Dispatch Laundry, Detroit



Mr. Ben Freid inspects the work improvement through the use of K-5 and CARBOSE CR in the 54" x 120" wash-wheel at Dispatch, CARBOSE CR, a

new, exclusive "CMC" product especially made for cold-water rinsing, can be used on family and commercial work with equally fine results.



Dispatch gains more steam for their flatwork ironers and presses with Wyandotte's Economy Twins—K-5 and CAR-

BOSE CR. K-5 is an economical alkali. It rinses well in cold water . . . is an ideal companion product for Wyandotte CARBOSE CR.



Largest manufacturers of specialized cleaning products for business and industry

"Wyandotte's new K-5 and CARBOSE CR are giving us much greater economy than we ever had before," reports Mr. Louis Freid, production manager, Dispatch Laundry, Detroit, Michigan.

"Formerly, with three hot rinses, we used over 1000 gallons of hot water per load in our 800-lb. washer. Now, with Wyandotte K-5 and CARBOSE CR, we use three cold-water rinses!

"This cuts our hot water needs down more than 1000 gallons for each load—a sizable reduction in fuel costs. We have more hot water left in our tank, both for the next suds operation, and for steam to our flat-work ironers and presses.

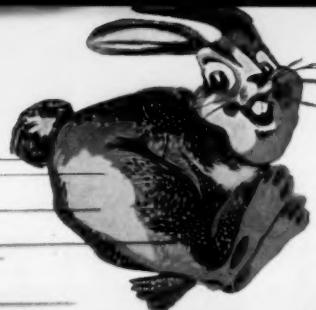
"In addition, K-5 and CARBOSE CR have given us an improvement in color and whiteness retention!"

†New Economy Twins— K-5 and CARBOSE* CR

Ask your jobber or Wyandotte laundry specialist for a demonstration of the fabulous **Economy Twins**. Ask him also about other Wyandotte products for better laundry cleaning — APACHE*, RIDDAX, ARLAC*, SKORET*, RINTEX, RUSKO, CARBOSE 53. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Angeles 12, California.* *Reg. U.S. Pat. Off.

WYANDOTTE
CHEMICALS

*Helpful service representatives in 138 cities
in the United States and Canada.*



GET AWAY

from high labor cost and enjoy
more quality shirts per hour

with

UNIPRESS



Production, quality and profits get a lightning start and leave high labor costs behind with the UNIPRESS 3-GIRL CONSTELLATION UNIT. It's thrifty, too... 3 girls finish more quality shirts per hour, per operator.

3-GIRL CONSTELLATION Shirt Finishing Unit

Distinguished for the hand-ironed finish that sells houses

See shirt finishing equipment at its best with UNIPRESS "Glide-Liner" action, spring-mounted bucks, smooth chrome heads and automatic pressure designed to make your shirt business grow — more profitably!

The UNIPRESS 3-GIRL CONSTELLATION SHIRT FINISHING UNIT is sparked with the ONE LAY SLEEVER. Finishes two perfect satiny-soft sleeves every time... speeds finishing by 75%.

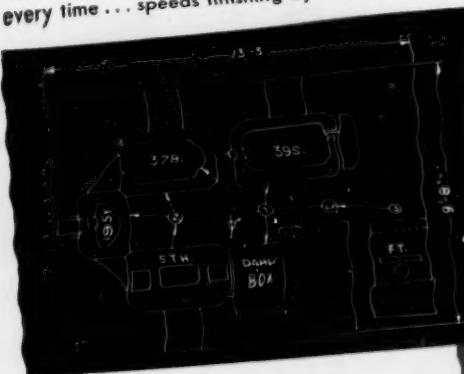
Fits Into Any Shirt Unit Regardless of Make

Take the "drag" out of your present shirt finishing unit with the Unipress One Lay Sleever. Convert your present 4-girl units or two 2-girl units into a pace-setting 3-girl team that delivers more quality shirts per hour.

Slip on Sleeves... Clamp Cuffs
Press Button... Walk Away!

Smoothest operation you ever saw
and it's done in one fast, easy lay.
Rugged construction is designed for
years of continuous performance.

See your Unipress Distributor or write direct for conversion blue-
prints for your present unit.



Finer Finishing Faster with

UNIPRESS



THE UNIPRESS COMPANY
2800 Lyndale Ave. So., Minneapolis, Minn.

SLJ-6

Gentlemen:
Please send floor plans and complete information on:

- 3-Girl Constellation Shirt Finishing Unit
 One Lay Sleever Conversion Plan for our
present unit. Make and Model _____

Name _____

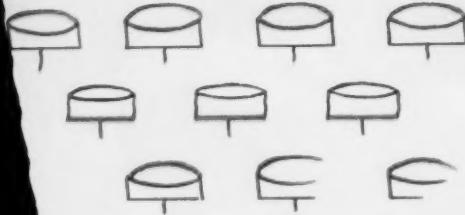
Firm _____

Address _____

City _____ Zone _____ State _____

\$ HOW FIGURE
\$ TO FOR MORE
\$ PROFIT

A GUIDE TO
**SIMPLIFIED
LAUNDRY
ACCOUNTING**



FOR THE PLANTOWNER
AND EXECUTIVE WHO
WANTS TO KNOW:

which of his operations are the most profitable? • which the least profitable? • where he's losing money? what to do about it? • how to determine if he can make a profit with a new service? • how to plan a budget for a new service? a new outlet? • if his prices make sense profit-wise? customer-wise? • where and when to prune costs and expenses? • how to set up the basic records required to answer these and other vital questions?

COMING:

IN THE **September 1954**
GUIDEBOOK OF THE LAUNDRY INDUSTRY

The September 1954 Guidebook of the Laundry Industry will contain a simplified, easy-to-understand description of the accounting procedures and methods required to successfully manage the modern laundry, large or small. It will include illustrations of record forms and tell how to use them as regular controls to assure greater laundry profits.

September 1954

GUIDEBOOK

OF THE LAUNDRY INDUSTRY

Many laundrymen today fail to realize the full profit possibilities of their business, or, even worse, face serious financial losses because:

1. They do not analyze their costs.
2. They do not know where their profits come from—or where losses occur.
3. They do not operate on a budget.

The *Guide to Laundry Accounting* is written to help them. It is not an accounting textbook, but is based on accounting principles, simply explained, to bring out the practical aspects of financial management. Emphasis is placed throughout on the proper analysis of financial information available to the laundryman, large or small, through simple record keeping. It endeavors to show how profits can be increased, losses reduced, and how the laundryman can keep out of financial difficulties.

The chapter on budgets tells how to set up a workable budget, but more important, it shows the advantages of operating under a budget. The same approach is made to all the subjects discussed, providing answers to the questions:

1. "What does this mean?"
2. "What good will it do me?"

Every effort has been made to keep the text simple and offer easy-to-understand descriptions of the technical terms which of necessity have to be used. In this way it can be of the greatest use to the greatest number of readers.

James A. Barnes
EDITOR

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

14 Exchange Boulevard, Chicago, Ill.

One Building, San Francisco 4, Calif.

503 Broadway Ave., Los Angeles 36, Calif.

INCLUDES:

EDITORIAL FEATURE SECTION:

A Guide to Simplified Laundry Accounting

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in, day-out to all plant executives.

THE LAUNDRY INDUSTRY'S STANDARD BUYERS' GUIDE:

Classified directory, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

Trade name directory, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

Manufacturers' directory, providing an alphabetical list of manufacturers and their home office addresses.

Local buyers' guide, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

Detailed buying information supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

A.I.L. CONVENTION GUIDE:

Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Atlanta, Georgia, October 15-17.

Starchroom Editorial

Don't give your sales a vacation

Advertise in *summer*? Everybody knows that's useless! Listen to this survey by Hiatus, Inc.:

"Automobiles are usually jacked up in the garage about June and not taken out until November. Ninety-eight percent of those employed in the auto field go on relief during this period."

"Beginning on June 15, all Americans become herbivorous, and subsist all summer on local grasses, flora and fauna. Grocers especially are a pitiable sight during this period."

"Pittsburghers make themselves comfortable during the warm season by wearing nothing but percale togas."

"Frankly, most folks are a distressing sight during summer since—as is well known—no one shaves, no one brushes his teeth, no one shampoos his hair. Not until the first rustling of autumn do they become conscious of their appearance."

Hiatus, Inc., is a new one-man research outfit created by L. R. Rawlins, general manager of radio station KDKA in Pittsburgh, to give the summer-slump idea some well-deserved kidding. It records the sad fact that many advertisers do seem to believe that people don't wash, dress, shave, drive their autos, eat—in short, don't *buy* during summer . . . or buy very little.

In order to punch some holes in this hiatus bogey Hiatus points out that more than 90 percent of the U. S. families are home—and available for advertising—in the summertime. On any given summer day, 91.1 percent of the families have one or more members at home.

Personal incomes are *steady* during summer. Retail sales, on the whole, are as good in the summer as they are in winter—and they're often better. Department of Commerce figures for 1953 show that personal income was especially high during the summer. In fact, July was the *best month* of the year. June, July and August, in that order, ranked right after December, October and May in the list for retail sales activity.

A special five-year study of retail buying patterns recently made in Pittsburgh on data compiled by the University of Pittsburgh's Bureau of Business Research revealed that July, August and September retail sales in Allegheny County (Pittsburgh's home county) run 3 percent higher than those of January, February and March. Only 5 out of 12 months show better sales than June.

Retail activity increases in the fall—but the rise begins late in summer. Summer advertising may determine buying patterns for the next five months.

Which leaves two questions for you to ask yourself:

1. Will my competitors be out sneaking-in the summer punch during my hiatus?
2. Can I get ahead of that so-and-so with the cut price while he's on hiatus?

Doesn't the moral run something like this: "Don't give your sales a vacation. They may never return."

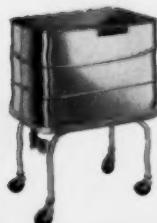
BISHOP Laundry WORK-SAVERS

Cut costs—boost production and profit—give lifetime service



LIQUID SOAP MAKER

Saves time and supplies.
Gals. steel in 3 sizes:
30-Gal. \$129.00
60-Gal. \$167.00
100-Gal. \$179.00



BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels.
Model No. B2-1215 \$119.00



BISHOP 3-SHELF TRANSPORTER

For finished work, 26" wide x 18" deep x 64" high.
Model No. B29-11 \$45.00



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area.
No. B12-2 \$225.00



STAINLESS STEEL PREPARATION TRUCK

Ideal damp box 18" x 25" x 11" deep, 34" high, on 3" wheels.
No. B2-122 \$89.00



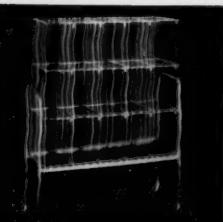
IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.
No. B4-5M \$99.00



BISHOP SHIRTRANSPORTS

Cut handling 50%, fold up to save space. All steel. In 2 sizes:
B29-50 (for 50 shirts) \$37.00
B29-100 (for 100 shirts) \$61.00



SORTER-TRANSPORTERS

Banish fixed bins; admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



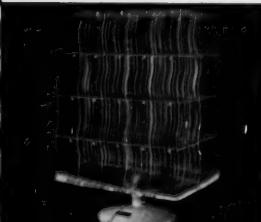
BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.
\$209.00



REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.
No. B26-10 \$349.00



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling. 15 or 20 bins per side. Ask for details.
15-Bin for shirts \$295.00
for wear apparel \$315.00
20-Bin for shirts \$325.00
for wear apparel \$345.00

To Give You **LOWER COSTS... BETTER PROFITS** for years to come!



BISHOP *Lifetime* STAINLESS STEEL

TRUCK TUBS

Washes and workers are **SAFE** when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode...can't spit or stain the wash...are not affected by washroom chemicals...no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durable built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time...helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality—no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER

G. H. BISHOP CO.

3 POPULAR SIZES		
15-GALLON—36" high overall, floor space 24" x 20", ship. wt. 175 lbs. 65-2	\$389.00	
25-GALLON—39" high overall, floor space 26" x 22", ship. wt. 225 lbs. 65-3	\$479.00	
30-GALLON—45" high overall, floor space 27" x 26", ship. wt. 280 lbs. 65-11	\$575.00	

EVANSTON, ILLINOIS
SUBURB OF CHICAGO



MANUFACTURED
SINCE 1893

**"OUR OUTPUT IS Up 36%...
LABOR COST Down 60%..."**

SINCE WE INSTALLED TROY LAUNDRY MACHINERY"

... says Bill Clendenen, Owner
Broadway Linen Service Co., Denver

"We installed new automatic Troy laundry machinery to increase output," says Bill Clendenen. "But the results have far exceeded our expectations. For example, 2 new Troy Fullmatic Washers are producing 36% more work than our 4 old washers did.

"We also replaced 2 old extractors with a new 54-inch Troy Olympic Extractor," states Mr. Clendenen. "Clean wash is unloaded from the Troy Fullmatic Washers directly into the extractor baskets, which travel by overhead crane to the extractor. We now need only 1 man with a part-time helper in the washroom. Before, we required 3 men full time.

"In our flatwork department, we've reduced the crew from 11 girls to 6. This tremendous labor savings was accomplished by eliminating hand operations. Our new Troy Folder and Troy Stacker automatically fold, stack and count small pieces like towels, pillow cases and napkins."

Get the facts on how Troy can cut operating costs and increase output in your plant. Simply mail coupon.



The Fullmatic control follows any formula and automatically runs through complete washing cycle. Mr. Clendenen reports huge labor savings and also adds, "Incidentally, we're saving 41% on washing supplies."



Mail Coupon Today!

TROY LAUNDRY MACHINERY, Dept. SLJ-654
Division of American Machine and Metals, Inc.
East Moline, Illinois

Without obligation, send free catalog on _____
(type of laundry equipment)

FIRM NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

ATTENTION OF MR. _____

Troy LAUNDRY MACHINERY
Division of American Machine and Metals, Inc.
EAST MOline, ILLINOIS

Store supervisor at Red Tag,
Mrs. Pierre DuPont (right),
makes weekly visit to each of
the seven stores, located in
Norwich, Groton, New London
and Willimantic



How Red Tag Handles Its Cash

Receipts from seven stores are controlled at plant

A STORE INVENTORY SYSTEM which is simple to install, easy to check and practically foolproof has been devised by Pierre DuPont of Red Tag Laundry & Dry Cleaners, Inc., Norwich, Connecticut. It involves completion of a little printed form by each store clerk at the close of each business day.

It is a simple matter to enter the data from each of these forms in the running inventory book maintained in the office at the plant. A glance at this book gives an accurate picture of sales at each of the seven stores by the day, week or month.

In explaining the system, Mrs. Pierre DuPont, supervisor of Red Tag's stores, described the information required on each line of the form as follows:

Line 1 is inventory on hand. This is the actual amount of cash represented by the undelivered finished work in the store at the opening of business in the morning.

Line 2 is new inventory of delivered work. This is the sales price of all the finished work delivered to the store each morning. If additional finished work is brought to the store during the day, it is added to this figure as it is received.

Line 3 is total inventory on hand. It is the total of lines 1 and 2.

Line 4 is cash collected. This figure represents the total sales price of all

By JAMES A. BARNES

the finished work picked up by customers during the day.

Line 5 is the inventory balance. This is the difference between the cash collected (line 4) and total inventory on hand (line 3). This figure becomes the inventory-on-hand figure and is entered on line 1 of a new form for use on the following day.

The completed slip is sent into the office each night with the cash collection for the day.

Every day an office record of customers' bundles for each store is prepared in duplicate at the plant. The

original copy is retained at the plant, the duplicate sent to the store along with the finished work. It lists each customer's order by pin number, ticket number, name, type of service and sales price. It is used as a tracer sheet for checking between store and plant as to the status of any given order at any given time. Also, it enables both plant office and store clerk to check up on slow-moving bundles or garments in the store finished inventory.

Inasmuch as these figures can be checked at any time and any discrepancies noted immediately, the system enables Red Tag to exercise complete control of cash position and inventory of all stores from the office. □□

<u>April 20</u> DATE	
1. Inventory on hand	\$ 513. 94
2. New Inventory of delivered work	\$ 87. 28
3.	Total <u>5601. 22</u>
4. Cash collected	\$ 166. 01
5. Inventory Balance	\$ 435. 21
"I declare that the above figures are accurate to the best of my knowledge."	
Signature <u>of Clerk.</u>	

Daily inventory information is recorded on this slip by the clerk in each store and returned to main plant every night



Construction of this superhighway, plus overpass in background, threatened to call halt to growing cash-and-carry business at plant store at left. Prompt action by management resulted in sales-promotion scheme which quickly turned sales curve upward

What happened at Home Laundry when a superhighway construction program threatened its cash-and-carry growth?

Sales Promotion Came to the Rescue

By JAMES A. BARNES

A WEEKLY PRIZE, awarded to a lucky winner every Monday, plus a grand prize every 13 weeks, has kept the customers coming into the plant store at Home Laundry, Baltimore, Maryland. Because the management analyzed the problem and acted quickly this simple device, coupled with a sound public relations program which the firm has conducted for years, kept its cash-and-carry volume from slumping badly after a superhighway and overpass were built right in front of the plant.

At the beginning of 1949 the store was averaging \$1,300 a month in combined laundry and drycleaning sales. That year the management did a face-lifting job on the store, expanded the driveway to accommodate more cars and eliminated the cash-and-carry

discount. During the first week of operations in the remodeled store, without the discount, drive-in sales increased by 30 percent over the preceding weekly averages. Sound sales promotion brought the monthly average up to \$3,000 at year's end.

The drive for more business continued and succeeded. By the end of 1950 sales were averaging \$5,100 monthly, at the end of the following year \$7,400. By the close of 1952 the monthly average had reached \$8,000.

The problem

But 1953 threatened to be different. Early that year the highway construction got into full swing, making it all but impossible for cars to get in and out of the parking space. (A 5-foot opening between two carpenter's

horses was the only access from the single lane of traffic). Despite a continuation of the normal sales activities at a quickened tempo, it appeared upon careful analysis in September, as the highway construction was completed, that sales had reached a plateau near the \$8,000 monthly average.

Not satisfied when access to the store was easier but the sales curve did not resume an upward movement in October, the management took decisive action by initiating the weekly merchandise awards the first of November. The program proved so successful that Home wound up the year with a monthly average of \$8,400 (which means that sales in the last two months of 1953 averaged \$10,000) and it has continued the activity

ever since. During the first four months of this year, when industrial employment in the trading area was curtailed, there has been an average monthly increase of \$1,200 over the corresponding period in 1953.

The prize plan

Operation of the program is simple. Every customer who comes into the store and leaves \$1 worth of laundry or drycleaning is given a two-part ticket very much like an ordinary theater ticket except that there is a line on one half where the customer writes his name and address. Both halves are numbered and the customer drops the half bearing his name in a goldfish bowl on the counter, retaining the other as a claim check.

At the outset of a 13-week period there are 13 weekly prizes on display in the store. Each Monday at 2:00 p.m. a random customer in the store is asked to pull a ticket out of the bowl. The name on the ticket is written on a wall chart and the lucky

customer is given his choice of the 13 prizes.

For the 13-week period ending May 31 the prizes offered were an outdoor picnic jug and a thermos jug (all one prize), a dual-control electric blanket, a portable radio, a glass casting rod with reel, a fully equipped aluminum fishing tackle box, an electric saw, a glass fishing rod with spinning reel, a .22 caliber rifle with scope, a Tourist folding camera with flash attachment, a Hawkeye flash camera kit, an 8 mm. movie camera, a complete picnic outfit with thermos jugs and a family-size portable ice chest.

These prizes are bought at wholesale prices ranging between \$35 and \$80.

The grand prize

Continuous interest in the weekly prizes (hence, an inducement for customers to *keep coming back* with their bundles) is maintained by awarding the grand prize every 13 weeks.

After each weekly prize drawing has been completed, the tickets in the glass bowl are transferred to a revolving barrel. On the Monday that the thirteenth batch of tickets is placed in the barrel a customer is asked to pull the winning ticket for the grand prize.

Wholesale price of the grand prizes awarded thus far is \$300. The one awarded at the end of May was a 14-foot, 3-ply molded plywood rowboat. Plans for the summer, when it really gets *hot* in Baltimore, call for awarding a room air conditioner. For the period ending during the Christmas season it will be a complete electric train set.

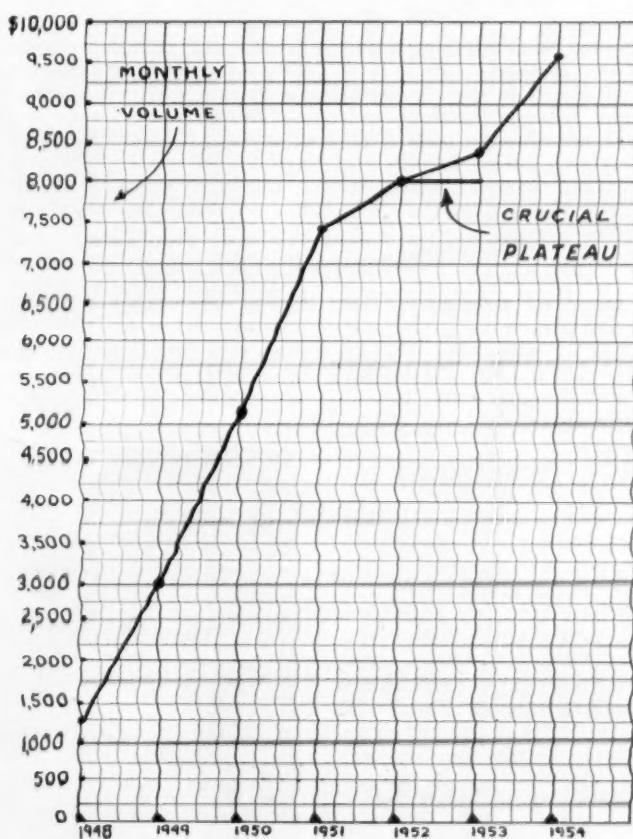
Emphasis is placed on items of seasonal interest in selecting all prizes. It will be noted that most of them are merchandise that is of greatest appeal to men. That's because of the location of the plant—in an industrial section lying between two Baltimore residential areas. By far the greatest number of drive-in customers are men going to and returning from their jobs. However, such items as the electric blanket and rotisserie were added to the list as a special concession to the ladies who came in and requested that the prizes not be confined exclusively to items attractive to their husbands.

In speaking of the reasoning behind their choice of prizes, Ed Rosendale, Home's general manager, says it was based on two considerations: *First*, they chose prizes that were nationally advertised so that any consumer would recognize them as merchandise of high quality, and *secondly*, they chose prizes that were highly desirable but just outside the normal family's budget.

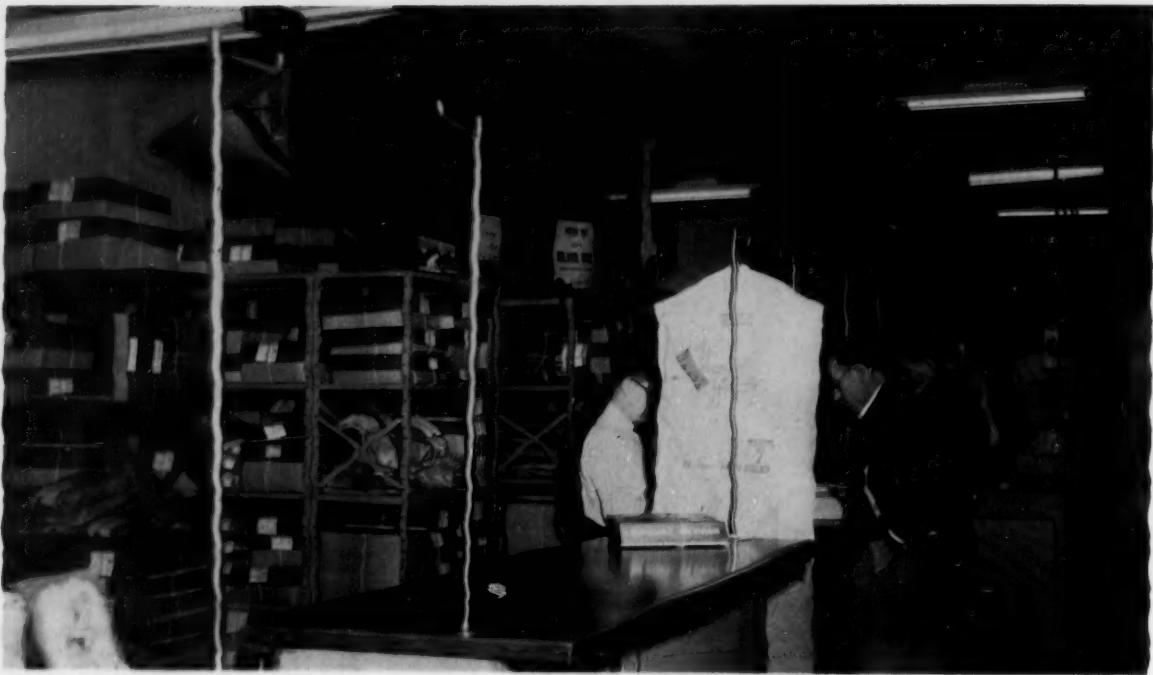
Not advertised formally

One of the unique features of the promotion is the fact that no formal advertising on radio or TV, in newspapers or any other printed form, was employed to ballyhoo it. Customers were merely told about it, or read the poster outlining the rules or saw the prizes on display—all while they were in the store. From that point forward news of the promotion was entirely by word of mouth among the laundry's customers and friends. Interest became so high that the master of ceremonies at a nearby night club began talking about it occasionally during his show.

Undoubtedly, customers and friends were happy to spread the word for the laundry, partly because of the excellent public relations it had cultivated in its trading area over the years. This has included, to the tune of 5½ percent of total sales annually, ads in local community and church news-



The crucial plateau of sales would have stayed at \$8,000 monthly but the promotion plan started the curve up again. Above chart shows monthly average store sales at the close of each year.



To keep customers coming in a \$300 grand prize, similar to molded plywood rowboat shown above sales counter, is given free to a lucky customer at Home Laundry every 13 weeks.

WARNING

Before embarking on an activity such as this the laundryowner should be sure to check with local law enforcement officials to make sure the plan does not violate the lottery laws.—Ed.

In every case the complainant is invited into the plant where she is personally introduced to the operators, shown the processes involved and told how and why the mistake or delay in service occurred. Adjustment, if required, is prompt and willing. As a result, very few customers are ever lost because of dissatisfaction.

Route sales

Nine routes are operated by the laundry. The farthest any travels from the plant is a 7-mile radius. Due to the many "row houses" in Baltimore several of the routes cover densely populated areas of only 10 square city blocks.

Before the 1949 modernization program 12 routes were operated. The reduction was motivated by a need, resulting from wartime conditions, for more efficient route coverage. It was aimed at achieving two goals: (1) modernization of the fleet, to be paid for with money saved through reduced collection and delivery costs, and (2) putting all route salesmen on an equitable earnings basis. Today all nine of the route salesmen who were put on the new basis are still with the company and their average sales run between \$550 and \$600 a week.

Quite naturally, the route salesmen feared that emphasis on the new plant store would draw business away from them. However, the management carefully explained to each one that it be-

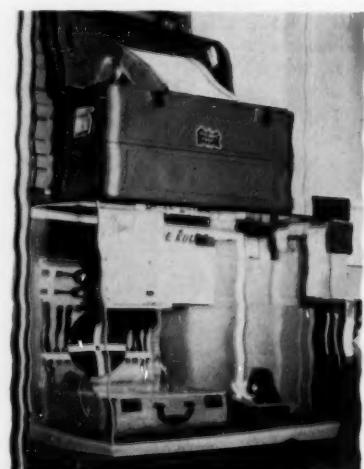
lieved many customers coming into the store would be new customers and would switch over to the routes. It was also explained that the promotion attached to the new store would be a stimulus for both types of service.

The record proves the soundness of the reasoning. All nine routes have shown an increase each year since the change and some of them can attribute the increase directly to customers who have switched from drive-in service. In more than one case, says Mr. Rosendale, this has meant a 15-percent increase in business to a route salesman. □□

papers (Home runs no citywide newspaper copy), extensive billboards in the community, full-page ads on the back cover of programs for local activities, and prizes awarded on radio and TV quiz programs sponsored by other merchants.

The latter prizes have consisted of 50 shirts laundered free. If the winner is located in a part of town where Home's routes are not operating or not within a reasonable driving distance from the store, Mr. Rosendale sends one of his competitors a check for the bill and asks him to serve the winner. An innovation this year is sponsorship of a kid's baseball team in the local league. However, cost of the merchandise awards is not included in the advertising budget which supports these other activities.

Emphasis in all of these promotions is on the neighborhood—the locality which the laundry has purposely exploited on an intimate, friendly basis. This management philosophy is exemplified in the treatment of customers who have a claim or complaint.



Weekly prizes displayed in glass case in store.

"Appearance insurance" sold here!

"Appearance insurance" for only a few cents a day!

You know you look right — in shirts done by a professional laundry. And they come back looking better than ever! Your shirts feel great, too — the way laundry does them with Velvet Rainbow. They're comfortable, they keep that wonderful feel and they **SHIRTS STAY BETTER LOOKING LONGER** WHEN A PROFESSIONAL LAUNDRY DOES THEM

all through the day and on into the evening. Velvet Rainbow is available retail. We've got the money reasons and ways to have experts do the laundry for dresses yours or the laundry for dresses yours with Velvet Rainbow. Then see our products! The Huron Milling Company, New York, N.Y.

ADVERTISED IN
LIFE

we dress your shirts with
VELVET RAINBOW
to keep them...and you...
looking tops

Here's how you
"sign your
name" to
this

LIFE

ad

- Here is an easy way to let people know your ads are appearing in *Life*.

Just put this display on your laundry counter and let it speak for itself. Better still, see your distributor about Huron's complete package of specially prepared displays, window streamers, newspaper mats and radio scripts.

Smart laundry operators everywhere are doing just that. What's more, they tell us, it's paying off.

Take a closer look at this third ad in the campaign and you'll see why. The pre-sold market for shirts dressed with Velvet Rainbow is growing every day.

Then get on the phone and ask your distributor about tying your laundry in with Huron's big *Life* campaign that's drumming up more laundry business than anything in years.

A.3.73

THE HURON MILLING CO.
9 Park Place, New York 7, N.Y.

VELVET RAINBOW® Starch



Guaranteed
50% Velvet Wheat

HELPS YOU DO QUALITY WORK . . . SELL IT TOO

FACTORIES: Harbor Beach, Michigan

SALES OFFICES: 161 E. Grand Avenue, Chicago 11 • 13 E. Eighth Street, Cincinnati 2 • 383 Brannan Street, San Francisco 7



Reconverted garage shows what a few strips of wood, white paint and curtained windows can do to capture the feeling of house and home. The informality creates impression of friendliness and personal attention which is deemed so important by the management

Helpful Hints From Holiday House

By HENRY MOZDZER

On improving appearance of plant exterior:

When someone mentions that a plant is housed in a garage, the mental picture formed is always of a huge, barnlike building with barren rafters and little to recommend it esthetically. Not so with Holiday House, as the photograph shows. The method of decorating breaks up the long lines of the structure and the viewer forgets

that the office and plant are actually the center section of a garage. (There are two other tenants in the building—a car-wash service and the city's welfare office.)

And suggestions on interior improvement:

Inside, Holiday's homelike flavor is retained intact. For one thing, the walls of the plant office are covered

with colorful wallpaper of a flowery pattern. It didn't happen by chance. Management is particularly anxious to keep the atmosphere of homelike informality. There is an orderly arrangement of furniture, the place is clean and no barriers are erected to keep the customers out of the working area. On the contrary, they are encouraged to take an interest in how their laundry is handled.

Look anywhere and you won't find anything so commercial as signs plastered on the wall announcing this or that special or even price lists. Except for the laundering equipment itself, every effort is made to keep the surroundings as familiar as possible—even to the point of using the same brand of soap the housewife is used to seeing on her own shelf.

On selecting a good location:

Much has been said about the advantages of having the business front



Interior view of plant-office shows open, uncluttered layout; arrangement of washers in units of three. Each unit is served by an extractor at its right. Equipment, including boiler and water softener, cost around \$15,000; half again went for installation and decorating. Rear wall can be unbolted and pushed back to give more room if needed



Metal trough parallels front of washers and bridges over to the extractor; minimizes lifting and carrying of loads as they are pulled off end of washing cycle. Orderly arrangement of pin-and-net flags above break table calls attention to outstanding orders at a glance. Pins are used to identify small orders mixed in one wheel

HAMMOND

STAINLESS
STEEL

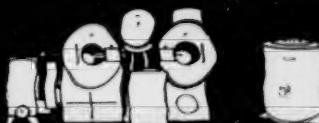


ILLUSTRATED ABOVE ARE TWO 60 LBS.
WASHERS AND A 30 INCH STACKER
EXTRACTOR WITH STAINLESS STEEL.

AUTOMATIC

open end

H A M M O N D Engineers have achieved a washer that incorporates feature after feature you have asked for: Economy, Trouble Free Operation, Convenient Height, Large Service Door, Bearing and Drives of Ample Size and Lubricated Automatically, Consistent Automatic Controls, Rigid Construction, and a Mechanical Drive and Reverse that gives consistent long life operation with few maintenance problems. You'll find all you have asked for, plus many more outstanding features incorporated in the Hammond Washer.



LAUNDRY-CLEANING MACHINERY CO.



on a main thoroughfare where it may be constantly exposed to the eye of traffic. Holiday House is situated on a small side street yet its location is said to be a good one. One reason for this is that it is in the downtown area; another, that the municipal parking lot is close by. There's no question but that the motorist finds Holiday easier to get to. How much this convenience means in dollars and cents cannot be ascertained, but the sales volume last year increased some 30 percent over the previous year's.

On choice of equipment:

The Holiday plant has nine 25-pound washwheels and three 20-inch extractors. These are set up in units with one extractor serving three washers. Burt Myers says he chose the 25-pound end-loading wheel because his past experience taught him that the average laundry bundle coming into his plant weighed about 22 pounds.

When an order has been extracted it is placed in waist-high canvas carts and wheeled to the tumblers. Holiday has a row of three 36-by-30-inch gas-fired tumblers and, after tumbling, the work is folded and wrapped. The fact that the folding is done while the items are still warm is played up as a selling point. Folding in this warm condition minimizes wrinkling and makes flatwork easier to finish.

Holiday does no finishing and has no intention of going after this market. Mr. Myers is of the opinion that the cost of finishing equipment plus the cost of additional handling is out of line with the anticipated rewards—another observation based on previous experience in the field.

These ideas gleaned from the Holiday House of Laundering, Ashland, Ohio, should be of equal interest to the industry's old-timers and newcomers alike. They suggest ways of giving character and distinctiveness to a new enterprise; show quick-service sales-promotion techniques, and offer some practical pointers on general operational procedure.

No Johnny-come-lately, owner C. Burt Myers, Jr., has had first-hand knowledge of large-plant management and production methods, and his success with Holiday House, which he built up into a \$25,000-a-year business in the space of two years, is worthy of attention.



Worn gaskets tend to soften and sticky particles adhere to washer and its contents. Holiday House visitor here offers one solution in coping with this troublesome problem. Faulty gasket is covered with strip of cloth tucked under retaining flange with screwdriver. This serves purpose until replacement gasket comes from manufacturer.

On finding suitable employees:

It has been management's belief that former waitresses make the best employees. They are invariably good workers and know how to deal with the public. This latter point is particularly important in an operation the size of Holiday's, which depends greatly on the personal element for its success.

Holiday has a staff of three. Together these girls handle on the average \$450 to \$475 of laundry each week, all cash-and-carry. The work load is spread as follows: One girl washes and extracts; the second tumbles and folds, while the remaining one tends the call counter and folds during slow periods.

Holiday goes after the quick-service competitors on the economy angle by pointing out that fewer washers* are needed and less supplies used by its 25-pound washers and that the customer shares in these savings. This definitely appeals to persons who are used to paying so much for each washer load.

To gain the housewife's favor Holiday plays up the idea of "52 extra holidays each year" and gives her good reasons why the garments should be done in a professional laundry. Washer actions of home- and professional-type laundry washers are compared, as are the washing formulas, to show the superiority of professional work.

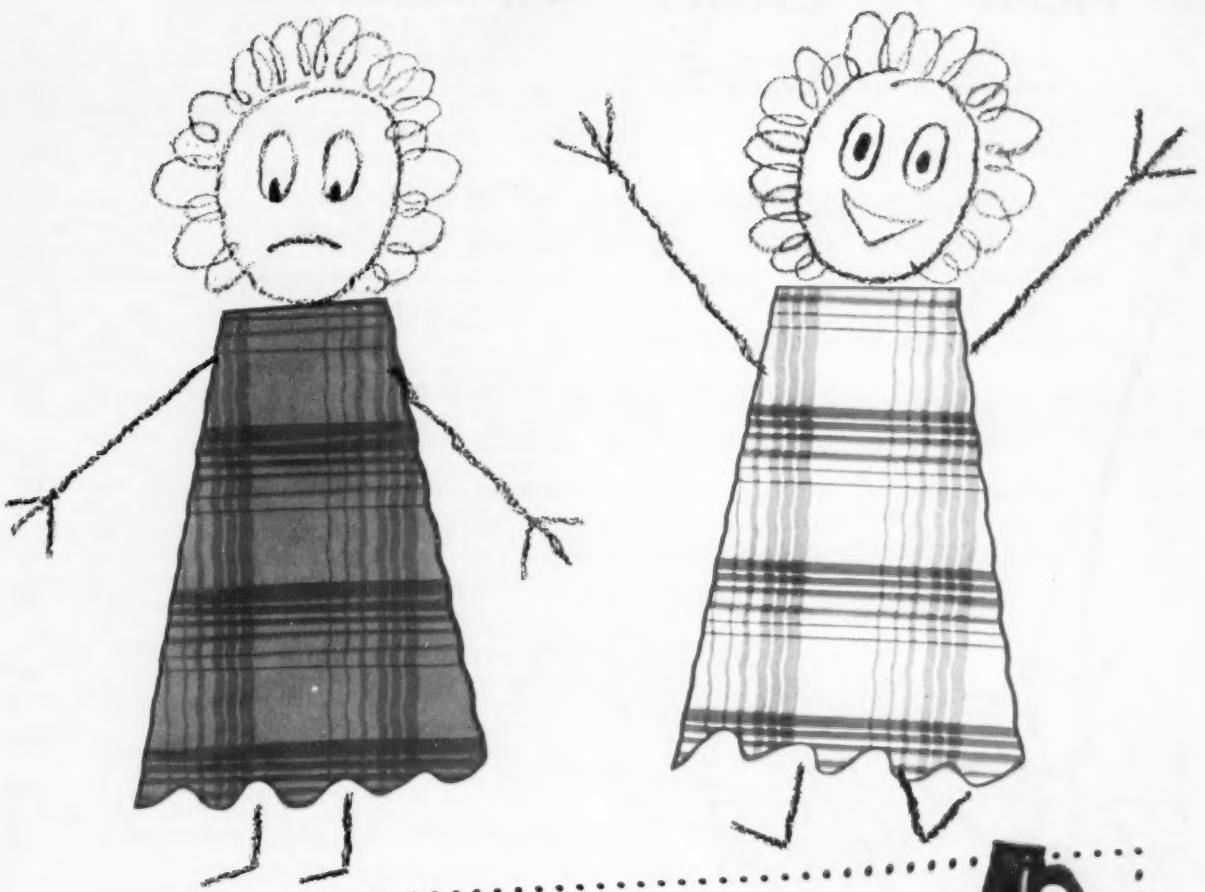
One of the most interesting aspects of Holiday's campaign for sales is its agreement to be responsible for everything—everything including shrinking and fading to items left over 30 days. According to Mr. Myers this has done much to build customer respect and confidence that items will be handled in a professional manner. Last year's claims, it should be added, amounted to a respectable .02 percent of sales. □□

*Another reason why fewer washers may be used has some technical aspects which might be of interest to the reader.

Understanding the nature of textile dyes has helped reduce Holiday's break classifications to two: white and fugitive. When textiles are vat-dyed, it often happens that the colors do not match. In this event, the dyer often matches the color with a "top dye" application. Top dye, unlike vat dye, is not color fast.

Now, according to Burt Myers, an experienced washman can tell when the top dye is completely run off and wash the garment in a white-work formula thereafter since it will not bleed further. For example, once sizing is gone from dungarees, they can be satisfactorily handled in a white-work formula. Caution should be exercised, however, since not all washmen are familiar with the nature of dyes, as is the Holiday staff.

Look what you can do with YellowGo!!!



Women don't want excuses when colors run — they want their belongings returned in as near-to-new condition as possible. You can keep 'em happy this easy way: when dye fades occur just reach for YellowGo. This excellent product clears up those troublesome fugitive dye stains quick as a flash . . . is so safe you can use it on colored articles without fear of injuring their original colors. YellowGo takes out yellow, red, green, purple, blue, brown and black dye stains from any fabric; may be used in a bath or as a spotter. And, because a jug of concentrated YellowGo gives you 250 gallons of the best stripping solution you ever used for less than 5c a gallon, it's economical too. Better order a gallon today.



in every
department:



LAUNDRY



DRY CLEANING



RUG CLEANING

Sold by leading jobbers everywhere

HOW TO LAND CUSTOMERS

Use the 'yellow pages' of the telephone directory—a sure way to reach new customers in your community.



Call the Classified Directory Representative
at your local telephone business office.



Miniature Displays Sell Shirts

ARE YOU LOOKING for a point-of-sale display that will arouse considerable comment among your store customers and help bring in more shirts? If so, consider the idea illustrated on this month's cover. It is part of a promotion currently stimulating shirt business for a Midwestern laundry in 71 store locations.

The stores are owned and operated by independent drycleaners who wanted to add shirt finishing to their list of services. The laundry solicited the business with the result that a substantial volume was developed in a short time. So far, so good.

It wasn't long before the laundryowner came to realize that this volume could be increased if only he could devise a dealer-assistance program that would attract customers to the stores with their shirts and their drycleaning, thus conditioning the habitual behavior pattern of taking only their drycleaning to these stores and their shirts elsewhere.

Such a program must not only mean increased shirt business to the drycleaner. It must create a local consumer demand for his particular shirt finishing service in the same manner that a manufacturer or wholesaler promotion creates a demand for his product at the retail point of sale. So the laundryowner planned a program incorporating radio plugs, window decals and the miniature shirts mounted on the counter cards as shown on the cover.

In spearheading the drive, the radio plugs urge the listener to action—to take his shirts to one of the 71 quality-conscious drycleaners for "Ideal" finishing by a truly professional laundry. Only the "Ideally finished shirt is carefully laundered to look better longer. Every clean shirt is individually wrapped in cellophane."

The decals in the windows identify to the consuming public those cleaning stores which sell Ideal shirt finishing service. Inside the stores, the miniature shirts again serve as a reminder of the service.

The little shirts are wrapped in clear cellophane which imparts the same crisp, clean appearance that greets the consumer's eye when he opens a bundle of Ideally finished shirts at home. They measure 8 by 5½ inches when folded for insertion in the counter cards and are exact replicas of a full-size shirt in every respect. Supplied direct by the shirt manufacturer at a cost of \$15 per dozen, they are available in other popular collar styles as well as the one shown on the cover.

The counter cards measure 13¾ by 10¾ inches and are of easel construction; i.e., self-supporting. They are attractively printed by the silk-screen process in two shades of blue and, in the case of this plant, carry the membership seal of the American Institute of Laundering.

The program is conservatively credited by the laundryowner with increasing shirt volume from these outlets by 25 percent in the first eight weeks. To use his words, "The little shirt card results were literally fantastic." □□

Respecting the laundryowner's request for anonymity, we have substituted "Ideal" for the name of his laundry, both in this story and on the counter card reproduced on the cover. This change does not detract, however, from the authenticity of the story nor from the value of the idea as part of your sales-promotion activities.

If you care to communicate with the laundryowner or the source of the miniature shirts, we will be glad to forward your inquiries.—EDITOR.

ALL OVER AMERICA...

LAUNDRYMEN ARE TURNING TO:

***COMBINATION**

CELLOPHANE and

***BLEACHED**

SULPHITE BAGS

•And no wonder! Progressive Laundry Operators are finding that good packaging is their best sales and merchandising aid. MARION Cellophane and Sulphite Bags provide the perfect package.

MR. JOBBER

... If You Call on the Laundry and Cleaning trade—

This great packaging idea offers you a wonderful field of opportunity. It will pay you to investigate the possibilities it offers NOW!

WE MANUFACTURE COMPLETE SIZE RANGE

MARION MANUFACTURING COMPANY, serving the Laundry and Cleaning Industry for 40 years, is now able to supply any and all sizes of Cellophane and Bleached Sulphite Bags, as well as a simple device for high-speed insertion of shirts in the package. We will be glad to send full details to you.

WRITE TODAY!

PRICES, SAMPLES AND COMPLETE INFORMATION UPON REQUEST!

MARION MANUFACTURING CO.

473 Stephens St. S.W.

Atlanta, Ga.

- Printed or Plain Shirt Envelopes ● Cellophane Bags ● Shirt Bands ● Collar Supports ● Shirt Boards ● Garment Bags ● Hanger Shields ● Trouser Guards

PART II. Your Advertising Campaign

How to plan the whole, prepare the individual ads and coordinate media

By ROBERT M. PLACE

BEFORE IT APPEARS in print, no one can be sure that an advertising campaign is going to be a success. Advertising, a form of applied psychology, is no exact science, and no one has the complete formula for certain success.

Nevertheless, there are certain rules which seem to improve the chances for advertising success—and it is with these rules that we are concerned. At times, remarkable results have been reported in spite of an apparent disregard for the rules, but these are usually freak results and fall into two categories—the unusual accident or the planned break in the pattern.

The unusual case we can disregard here, for whatever impression it leaves on the public mind is usually mixed. Recently a manufacturer of sheets ran a series of girlie ads in such questionable taste that many national magazines turned them down. Increased sales have been reported, but on the other hand, there are many women who would rather sleep under burlap than buy this brand of sheets.

The planned break in the pattern is the element of change in our advertising which brings it again to the notice of the public after its appearance has become a habit. It is the shocker which revives the selling power of the advertising plan.

But before we can go into that, we must plan our advertising campaign, the first step in a comprehensive advertising program.

Why have campaigns?

Since, as we said last month, repetition is the key to all education, including advertising, our advertising for laundry or cleaning must be re-

peated again and again so that the thought pattern is built up in the potential customer.

One common mistake the amateur advertiser makes is to allow his own personal feelings to influence the number of times he runs an advertisement. Being close to your plant and

your advertising, you are so well acquainted with it that it no longer seems fresh, amazing or even very interesting.

It is not necessary to change your ad every week, nor is it desirable. No matter which of the many advertising media you use, only a relatively small percentage of the people are going to see that ad in any one appearance. Life magazine says that it takes six weeks' issues to cover completely all of its readers—and Life is a remarkably well-read magazine.

Moreover, tests show that people tend to forget very quickly. It is therefore imperative to repeat your advertising story enough times so that the maximum audience is reached, and enough times so that they remember your message.

Another point which is often overlooked is that you can't make a startling change—until after a pattern is set up! If you have a new ad every week or day, without a strong measure of continuity in its planning, you fail to set up any sort of habit pattern in the mind of the reader. Every ad makes a different impression and in the confusion the public mind tends to forget and dismiss the subject altogether.

Advertising, then, should be prepared in campaigns—groups of ads which bear a marked similarity to one another. Not only should the theme or message be similar in each ad of the series, but the general physical appearance of the ads should be the same.

While it is not necessary to make slight changes (you could with great success run the identical ad day after day or week after week for years),

HUMAN INTERESTS

Women	Men
Children	Dogs, horses, pets
Money saving	Money making
Love	Getting ahead
Food and home	Mechanical operations
Social life	Sports
Health— personal and family	Health—family
Security	Adventure
Appearance	Appearance and apparel

These are just a few generalized differences in interest between men and women. Further breakdowns are necessary before deciding upon your campaign theme. For example, unmarried women may love babies, but they aren't as interested in them as they are in love and beauty. Young married women rate children, home life, and money saving above romantic love. Older women consider security, social life and health as among the most important. Of course, if you can combine interests, so much the better.



"...OUR ANSWER
TO PROFITABLE
OPERATIONS."

J. E. Crouch

J. E. Crouch

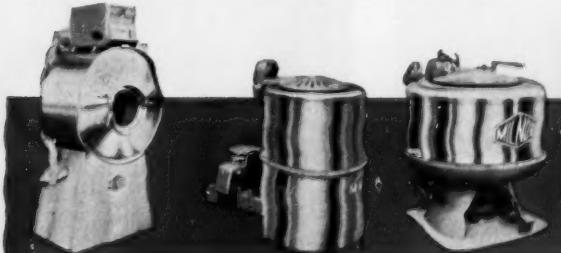
proprietor of

Crosstown Laundrolux, Bloomington, Indiana

"We are proud of our Milnor Washroom. It is as modern as tomorrow. The Milnor Washers give our plant a big boost because they are beautiful in appearance and our customers like our attractive store and services. Equally important Milnor Washers enable us to

render an unsurpassed quality of work with quick service. The Milnor Program has enabled us to accommodate our customer "wants" regardless of our interpretation of their "needs." Milnor is our answer to sensible, effective and profitable operations."

INSTALL MILNOR EQUIPMENT TODAY



WRITE, WIRE OR
PHONE





Niagara LAUNDRY presents • NEW FAMILY SERVICE!

FLUFF-dry 7½¢ EACH POUND

Everything washed and tumble-dried, delivered home



PLAY THROUGH WASH DAY

FLUFF-dry is the new economy priced family laundry service . . . picked-up and delivered, washed in gentle soft water and tumble-dried in cyclones of warm, filtered air in special tumbling equipment!

You'll be delighted . . . both towels and washcloths, pillowcases, sheets, blankets, more comfortable than ever before! Clean pieces ready-to-use, or fold and put away! And those pieces you want to iron are clean and sweet, fresh as an ocean breeze, will NOT turn brown as you iron!



"SO INEXPENSIVE!"

COMPARE the COSTS!

at a "Self-Help" Store

Washing 4 sheets	- - - -	25c
Drying 4 sheets	- - - -	25c
Soap, etc.	- - - -	7c
Carrying to end from	- - - -	7c
At least $\frac{1}{2}$ hour of time	- - - -	7c
4 sheets cost, at least	- - - -	50c

FLUFF-dry

4 sheets, washed and dried by warm tumbling,
delivered to your home—priced at 7½¢ per pound.

4 sheets —————— 4½¢

— or even less!

FLUFF-dry this week! One bundle will convince you that FLUFF-dry is the thrifty way to "Laundry it"—more money, time, energy, and worry.

BRING YOUR LAUNDRY BUNDLE
WITH YOUR DRY CLEANING THIS WEEK



"EASY AS THAT"



"GENTLE WASHING"



"TUMBLE DRIED"

Direct selling copy for specific service against competing type is cleverly presented in this ad

there is usually an increase in results if each ad in the series resembles the others but is not quite the same. This is because a slight change in the way a message is presented may attract different people. By "putting it another way" we make our point clear to another segment of our public.

Let us repeat one important thought: Any ad worth running once is worth running again. Against the additional readers to be gained by a change in the ad must be measured the cost of such a change.

How do we plan a campaign?

Basically, planning a campaign is the same as planning a single advertisement, since a campaign is merely a series of similar ads.

We must decide upon answers for the following: Who? What? Why? Where? When? and How? To whom are we going to talk in our advertising? Men? Women? Children? If women—to business women, housewives, glamor girls?

All advertising research has demon-

strated that the more specific an ad is, the greater its selling power. If you can decide upon the type of woman you are going to try to get to become your customer in this campaign, you have already gone a long way toward securing the desired result. Let's say you have decided to appeal to mothers of small children.

Now that you know Whom you are directing your message to, you can begin to think of What to say. Which appeals are going to create a desire for your services? Health and sanitation? Beauty? Leisure? Savings? Love of one's children?

With health and sanitation as an appeal, you can show that with your laundering services the mother need not work with germ-laden clothing, get her hands raw and wet, tire herself in stooping and bending, make long dangerous trips to the basement, lift hundreds of pounds in ironing her clothing, keep the house cold and damp, neglect to provide her children and husband with good hot meals on washday—as well as more impersonal benefits such as the greater germicidal effect of professional laundering. Or we could show similar benefits her children would receive—fewer colds, perhaps, as a result of sending the laundry work out.

Beauty can be used as a theme with even greater success. Every woman wants to be beautiful—especially to her own family. Suppose we suggest "How to be the youngest mother on your block," pointing out that our services keep her looking youthful and beautiful. To make this even stronger, let's tie the children into the picture: "You're the prettiest Mommy on our block," my children told me, "after I quit the drudgery of doing the family's wash." Or let sex enter the picture: "My bride gets younger every day," said Ted last week. "What's your new beauty secret?"

Or take leisure—more "time for living." Here's a mother who found a day a week to spend with the kids: "Monday is picnic day at the park." Here's a mother who found time to



The
NUWAY
Laundry
By Louis Beach

PHONE 811-2613 40 ORIZABA



The
NUWAY
Laundry
By Louis Beach

PHONE 811-2613 40 ORIZABA



The
NUWAY
Laundry
By Louis Beach

PHONE 811-2613 40 ORIZABA

General appearance of ads in same series should be same but copy should vary, if only to extent shown above

*Why it
pays you
to use...*

Whitehouse

ROK-RIB*

NETS

• "FINEST NET WE HAVE EVER TESTED"

*Here is the toughest, longest-lasting washwheel net ever tested
in the Whitehouse Research Laboratories.*

*It can't be beat for wearing qualities. This heavy duty net is
constructed from heavy filament nylon yarn. It will last and LAST.
That's why you save when you use ROK RIB nets. You cut down
on replacement costs; you save on supplies, on water power,
on labor. Available in colors for easy classification.*

→ **Continued Leadership through Constant Research**

WHITEHOUSE NYLON PRODUCTS

360 Furman Street • Brooklyn 2, New York

*Reg. U.S. Pat. Off.

join women's clubs, to prepare better meals, to shop for bargains, to visit the beauty parlor, to play golf—hundreds of things to do more desirable than washing the family's clothing. Make them specific things, however; not just more free time, but time to do something special.

Savings? Everyone loves a bargain—especially the mother with a family budget to stretch. "My husband says I'm a business executive!" says this young mother, who goes on to tell why they did not invest \$600 in home laundering equipment. The strongest

bargain themes we could use would be to offer some special inducement for sending—a premium, a tie-in, or a reduced sale price—something for the kiddies, something for the home.

The children themselves can be used as themes: "Sally looked so sweet in her little starched pinafore." "Ever try to wash a football uniform—or Johnny's jeans?" And, since every mother wants her children to have things, all sorts of special appeals can be made directly to the kids—free coloring books, cut-out shirt boards, prizes, premiums.

How to prepare individual ads

Now that we know to whom we are talking and which appeal we are going to use, we can decide on some of the details of our advertising campaign. We are going to appeal in our example to women, and to women as young mothers. Suppose we limit our theme for this particular campaign to children's clothing.

We now begin to think in terms of the general appearance of the ads. We know that pictures of children, universally appealing, have a special appeal to mothers, so let's use a series of "cute" children's pictures to attract their attention. We want to emphasize their clothing, so let's use line drawings of children getting their clothes dirty or very clean. Let's have an illustration of Johnny sliding head-first into home plate, Sally hanging upside down from a trapeze, Johnny wrestling with Sally, the family's floppy-eared springer jumping with muddy feet up into Johnny's arms, Sally making a graceful curtsey in a clean frilly dress, Johnny dressed for Sunday school with a little halo over his head, and so on.

To give these illustrations a strong family identity, we might frame each in the same picture frame—they are among a mother's souvenirs, her album of kids, and we might go so far as to label the entire series—something like "Memories of a Mother." General vs. specific advertising

Now we come to a big question—what exactly are we going to advertise in this series? Are we going to advertise our laundering in general, a kind of institutional advertising, or are we going to feature fluff-dry service?

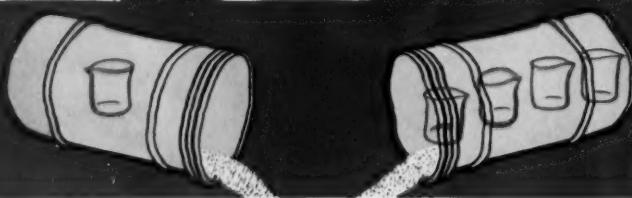
Laundry advertising of the present day often falls into two very definite and far-apart categories—the broad generalizations of institutional advertising, or a type-set bargain appeal along the lines of a meat-market ad. Either extreme is to be avoided.

If you have been advertising for years, have a wonderful reputation, and have the money and time to spend, institutional advertising may do for you. But I am inclined to believe that it is economically unsound for most laundries. It is "name" advertising and gains whatever impact it has through pounding the name of the plant over a long period in various attractive ways. It is beautiful advertising, but it is not very hard-working advertising. It lacks selling punch because it is not specific. It's like advertising the virtues of owning an automobile rather than the new 1954 model Ford.

The campaign we have outlined so far needs something more—to pro-

SUPERBILD*

the laundry builder that contains
Not 1... but 4 Builders!



to give you these outstanding results:

SUPERBILD contains *not one but four* active ingredients. Each is added to produce a specific advantage. This exclusive combination is not found in any other product! SUPERBILD'S 4 ingredients give you results that cannot be duplicated by builders containing a single ingredient.

FREE LITERATURE—tells how SUPERBILD can help you get your work done more efficiently and at lower cost. Contains formulas and complete data on white family work, color work and linen supplies. Send for this valuable source of authoritative information.

TECHNICAL SERVICE AND SAMPLES AVAILABLE AT NO COST! Solvay Technical Service is ready to help you with your laundry problems. For service or test samples—phone or write your nearest Solvay office.

- **Regenerates Lime Soaps**—lime soaps are converted . . . made soluble . . . dispersed—do not stick to clothes or build up in wash
- **Saves Soap**—more suds . . . greater detergency with less material
- **Efficient Wetting and Penetration . . . Superior Soil Suspension and Dispersion**
- **Quick and Thorough Rinsing**
- **Conditions Hard Water**
- **Produces Cleaner, Brighter Work at Less Cost**
- **Safe-effective cleaning action—yet absolutely safe for linen supply and family wash**
- **Non-Caking and Dustless**
- **Gets Clothes Cleaner . . . Easier and Faster**

* Reg. U. S. Pat. Off.

Other SOLVAY Products
for the Laundry:

GREEN LABEL COMPOUNDS
SNOWFLAKE CRYSTALS
SODA ASH • CAUSTIC SODA
LAUNDRY SODA



SOLVAY PROCESS DIVISION

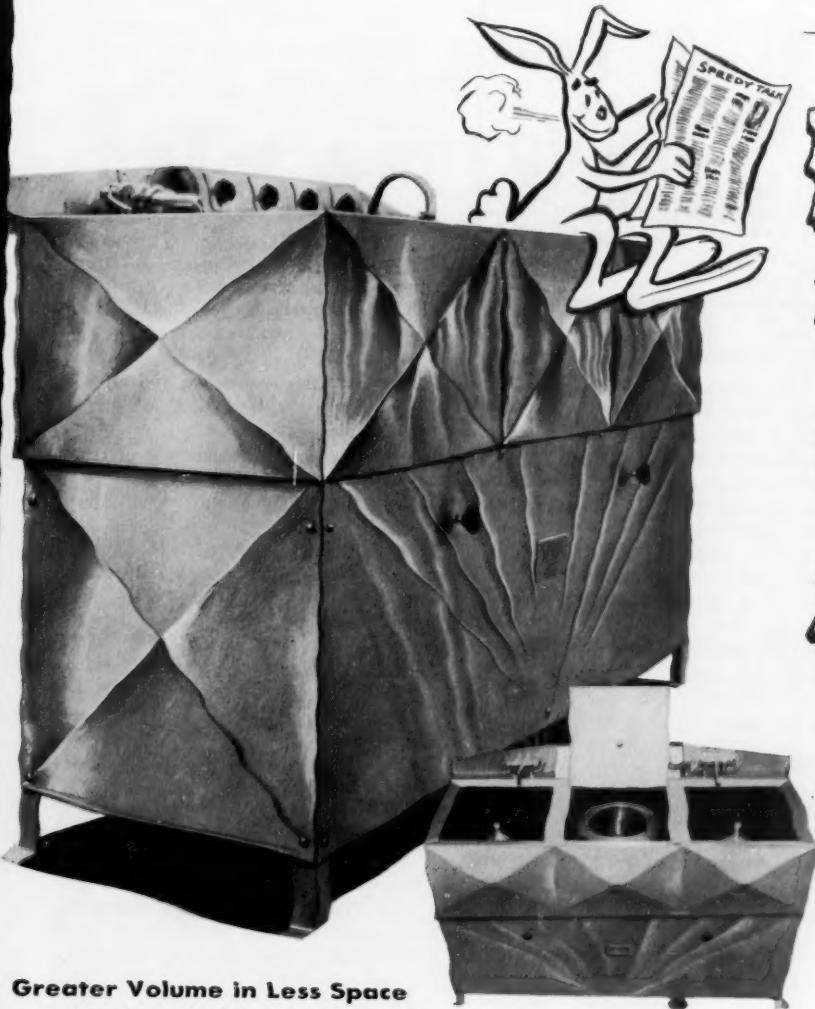
Allied Chemical & Dye Corporation
61 Broadway, New York 6, N. Y.

BRANCH SALES OFFICES:

Boston • Charlotte • Chicago • Cincinnati • Cleveland
Detroit • Houston • New Orleans • New York • Philadelphia
Pittsburgh • St. Louis • Syracuse

This year, the BIG NEWS is

Speedy



Greater Volume in Less Space

...does the work of 8 or more automatics and one extractor.

Cleaner Clothes at Less Cost

...thorough agitator action means cleaner, un-abused clothes, linens, etc.

Lower Overhead, Greater Profit

...more individual bundles in your present floor space.

*Washes-
Rinses-
Extracts-
all in
One Unit!*



5700 N.W. 35th AVENUE, MIAMI 47, FLORIDA

Distributors in all principal cities

"No question about your Speedy Washer being the answer to this business. Lower initial investment, practically no maintenance cost... and above all, the terrific profit."

Raymond Flood
ASSOCIATED LAUNDRY, FLINT, MICH.

"After operating Speedys for 30 days we realized the huge profit possible with the WEE-WASH-IT system. This investment quickly proved itself sound and profitable."

J. Santopadre
TIP-TOP WEE-WASH-IT, NEW ORLEANS, LA.

"We are convinced that the Speedy is the finest piece of laundry equipment we have ever used. During rush days we average around 90 lbs. of clothes per hour, all washed and extracted. Maintenance costs are nil."

M.M. Braddock
BRADDOCK'S LAUNDRY, TAMPA, FLA.

"We do a lot of Navy business and the Speedy is ideal for such bundles. Speedy Washers get clothes really clean and customers appreciate this improved service. Business is picking up every day."

E. Talkington
TALKIE READY LAUNDRY, NORMAN, OKLA.

"The production volume was phenomenal in our limited available space and the thorough washing jobs built a following of satisfied customers."

Harold A. Worley
BROAD STREET CLEANERS, KEYPORT, N.J.

"To keep pace with our increased volume we're interested in installing another LAP Speedy Washer. It does a wonderful job and makes new customers for us every day."

R. Coleman
THE WASHERETTE, MOLINE, ILL.

Get the facts on the Speedy Washer and Speedy's "know how" for increased customer satisfaction and greater profits. Mail coupon NOW.



SPEEDY WASHER MFG. CO.

5700 N.W. 35th Ave., Miami 47, Fla.

We, too, are interested in greater profits and satisfied customers. We would like more information and your pictorial catalog. This does not place us under any obligation.

Firm Name _____

Owner _____

Address _____

City _____ Zone _____ State _____

Dramatic effect achieved through "seeing eye." Other ads in series spotlight other services

vide an opportunity for the housewife to secure these wonderful benefits we are offering her. It needs a "clincher."

We have succeeded in making our young mother desire laundering service in a general way, but now we need to get down to brass tacks with an offer she can't resist. We must tell her *How to get the things she desires.* In effect, we must say to her, "Now you want these benefits and here's how to get them. We have evolved a special service for young mothers like you—our fluff-dry service which washes everything as gently as you would yourself, irons those hard-to-handle sheets and big flatwork pieces, and softly fluffs the rest of your laundry as only our warm circulating breezes in professional tumblers can. And the price—only \$1.50 a week for the average family, less than installment payments on home machines! Have our courteous delivery man stop by your house tomorrow with the complete details of this Blank Laundry Young Mother's Special. Phone 666 now."

Coordination between departments

This brings up the subject of sales coordination—the unification of effort

all the way down the line. Obviously there is no point in advertising fluff-dry if you can't produce it satisfactorily—so your plant must know in advance that you are going to run an advertising campaign featuring fluff-dry. Your telephone and counter girls must be informed. They, as well as the routemen, should see advance copies of your advertising before it is published so that they can reasonably answer questions and repeat the same sales arguments. And, for sure, your salesmen should have the complete story before the first ad is run.

One of the greatest mistakes advertisers often make is to keep the facts of the advertising campaign from those who should know it. "I'm not going to say a word to the drivers. I'm just going to run the ad and see what results it will bring. That will be a true test of the advertising value of our newspaper."

No reasoning could be more faulty. Advertising is just one punch in your sales program. It must be coordinated into an all-out effort to be really effective.

As a matter of fact, a great deal of your advertising dollar goes toward advertising to your own personnel.

Many large concerns advertise primarily to keep their own salesmen enthusiastic. Not too long ago a national television program that had been highly touted to salesmen and dealers in advance was bumped off the air at the request of some senator who demanded free air time. The next day sales jumped tremendously, simply because the salesmen and dealers thought that the program had run and so they sold as though their public had heard it.

When the salesman says "Probably you've seen our advertising on—" the customer is reminded of it and the sale is made.

Coordination among media

Coordination of sales effort also suggests that the campaign should be utilized wherever there is a possibility. Signs on your delivery trucks advertising blanket cleaning are not going to help your fluff-dry campaign, but if the truck with your name and an ad for fluff-dry passes her house, the young mother is going to remember your newspaper advertising, identify it with her own area salesman, and call on him when she next wants laundry service. If you use outdoor posters, billboards, truck signs, call-office signs, television or radio, you should tie them in to your newspaper campaign rather than use them to advertise other services or specialties. After you have attracted the young mother's custom, you'll have plenty of opportunity to advertise blankets, rugs, hats or drapes.

Now with our campaign established and run for a suitably long period, we have begun to get results from our advertising. Furthermore, we have set up the desired pattern for our advertising, so that when we make a decided change in our plan it will come as something of a shock to our potential customers. If our next campaign is devoted to white shirts and directed at professional men, we can make our advertising quite different—yet we will carry over enough detail from our current young mother's series to retain a certain amount of identification. □□

LAUNDRY BUSINESS TRENDS

New York

Apr. 10—2.3% less than last year
Apr. 17—3.5% less than last year
Apr. 24—0.4% less than last year
May 1—1.7% more than last year

M. R. Weiser & Co., New York

New Jersey

Apr. 10—2.9% less than last year
Apr. 17—4.5% less than last year
Apr. 24—3.1% less than last year
May 1—0.3% more than last year

M. R. Weiser & Co., New York

New England

Apr. 10—0.2% less than last year
Apr. 17—2.5% less than last year
Apr. 24—4.3% less than last year
May 1—2.8% more than last year

Carruthers & Co., Boston

MOST AMAZING OFFER EVER MADE TO LAUNDRY OPERATORS

Use a "HYDRAXTOR" for 90 days -
If it is not all we claim...
We'll send you a \$100 Bond...
PLUS REFUND ALL YOUR COSTS!

Yes, we will ship you and supervise installation of a HYDRAXTOR, on lease or purchase. (Needs no foundation or bolting). USE IT FOR 90 DAYS. If it does not outperform any other machine made to your complete satisfaction you can return it to us freight collect with a sight draft refunding original freight charges plus all other sums laid out by you. In addition we'll send you a \$100.00 U.S. Bond for your effort, with no conditions whatsoever. Write today and our representative will make all arrangements. Do it NOW!

A Few of
the HUNDREDS
of "HYDRAXTOR"
OWNERS

"HYDRAXTORS" GENTLY
SQUEEZE OUT MOISTURE
BY WATER PRESSURE



HYDRAXTOR COMPANY

Division of ZEPHYR LAUNDRY MACHINERY COMPANY

153 WEST HURON STREET • CHICAGO 10, ILLINOIS

USE A "HYDRAXTOR" . . . SEND FOR THE FACTS TODAY!



Finishing service attracts bigger bundles and encourages patronage of customers not using plant's laundering facilities. Shirt and flatwork finishing equipment is located in plant's new annex. Additional equipment required replacement of 15 hp. boiler with one of 50 hp. capacity

Allied Services Bring Bigger Bundles

How to get more business from the same customers

By HENRY MOZDZER

A GRAPH plotting the sales volume of almost any new business tends to show a sudden spurt of activity and then levels off quite abruptly.

If the management is not content with the volume at this level, it has several alternatives to get business back on the upswing. One solution is to get more customers; another, to get the old customers to place bigger orders. In the laundry business this means going after the big bundle.

Simon Pressman of Launder-X Quick Service in Ashtabula, Ohio, decided on the latter course. The decision resulted in some major changes involving personnel, procedure and plant facilities, as well as the very character of the business.

Starting off with 21 nine-pound washers and a staff of one offering wetwash only, Launder-X has increased its facilities to include shirt and flatwork finishing and boosted its full-time staff to five—all in the space of six short years. In the process the plant lost some of its identity as a self-service operation and is gradually assuming the air of a professional laundry.

The enterprise continues to grow and while most of the other businesses in the area experienced a slowdown, Launder-X reports sales as averaging \$100 a week more than for a comparable period one year ago.

Launder-X goes after the big bundle in two ways—by improving the existing services and by rendering new ones.

Flatwork Finishing: The newest addition to the service line is flatwork finishing. While it is still too early to say much as to the specific amount of business increase which might be attributed to this service, the response of both customers and management has been favorable. Some flatwork had previously been done on the body press of the shirt unit as a special favor to busy customers but it was not a regular service. The new 90-inch flat press is advantageous in that such work is made faster, easier and is given a more professional finish.

Most self-service plants installing flatwork equipment experience a pricing problem. Launder-X was no ex-

ception. The size and weights of sheets vary as does the production cost. And, of course, the current market price must be considered.

As it stands now, Launder-X operates on a poundage basis. It will wash, dry and flat-finish a mixed bundle of work for 15 cents a pound or do a complete flatwork bundle at 16 cents a pound. This last figure was derived by adding the fluff-dry price (10 cents per pound) to the wetwash price (6 cents per pound). Unscientific, perhaps, but the rate seems satisfactory. Observations at Launder-X indicate that people who want flat finishing are not inclined to haggle about price.

Mr. Pressman feels that this extra service is an important factor in regaining self-service customers who have stopped trading because the family acquired a home washer. These people still do not have a fast and ready way to finish flatwork and the fact that Launder-X now has this service gives them an opportunity to become customers anew. The same reasoning justifies the addition of a shirt finishing sideline.

(Continued on page 35)



WHY IS DRISUDZ DIFFERENT?

DRISUDZ is a complete product—not a mechanical mixture—no "fillers" added. Each particle is the same as every other to assure constant solution strength and uniform washing results.

HOW DOES DRISUDZ SAVE TIME?

Use DRISUDZ alone on the break and in the suds. Dry to the wheel-all-the-way-thru—to turn out clean, sparkling loads in a hurry.

WHAT IS DRISUDZ?

DRISUDZ is a complete, all-the-way-thru laundry detergent. Soap and alkali are chemically combined in one product. DRISUDZ does the entire job of washing.

WHAT WILL DRISUDZ DO IN YOUR LAUNDRY?

DRISUDZ simplifies and speeds up washing—quickly penetrates stains—completely removes soil.

Cowles

DRISUDZ

DRISUDZ is produced by the manufacturers of **ESCOLITE, ESCOLOID, ESCOFOS, and other fine laundry detergents.**

- Your Cowles Technical Man will be glad to demonstrate all-the-way-thru washing with DRISUDZ in your plant. Call him today through your Cowles Dealer or write us.

Packed in multiwall paper bags, 100 lbs. net
and in Leverpak drums, 250 lbs. net



COWLES CHEMICAL COMPANY

7016 EUCLID AVE.

CLEVELAND 3, OHIO



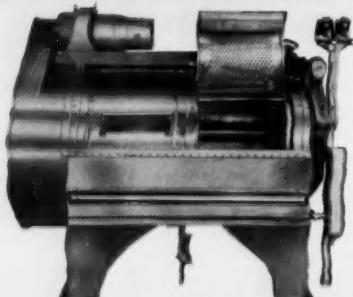
STAINLESS STEEL WASHERS

RUGGEDLY BUILT
TO GIVE YOU

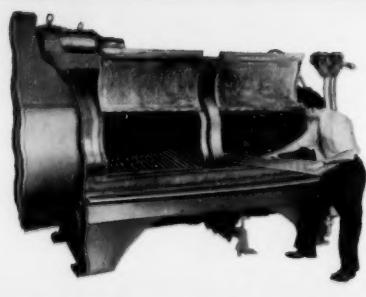
You can forget about costly breakdowns when you install C-L equipment! The simple rugged design — requiring only normal periodic lubrication — insures freedom from expensive repairs. Cummings-Landau stainless steel washers are manufactured in dry weight capacities from 50 lbs. to 1800 lbs. per load. Available in four types: with unloading shelves, with open compartments, with "Y" glide-out compartments, or with Pullman glide-out compartments. There are no finer washers made! Write or phone for our new brochure.



FAST, ECONOMICAL, TROUBLE-FREE PERFORMANCE

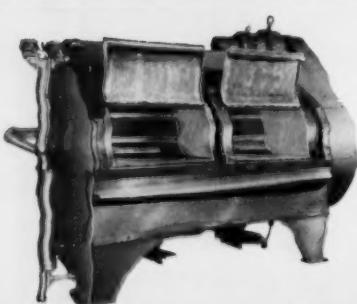


OPEN POCKET TYPE

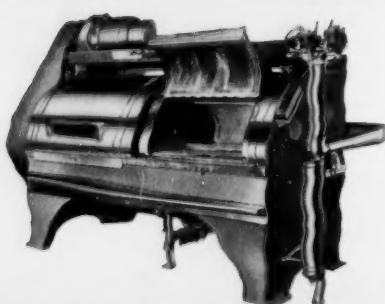


OPEN POCKET TYPE WITH UNLOADING SHELVES

WITHOUT THE WORRY OF ANNOYING BREAKDOWNS!



"Y" GLIDE-OUT TYPE



PULLMAN GLIDE-OUT TYPE

... PRECISION BUILT FOR YOUR REQUIREMENTS



MANUFACTURERS • DISTRIBUTORS • REBUILDERS • ENGINEERS

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., INC.

305-17 TEN EYCK ST., BROOKLYN 6, N.Y. TEL. HYacinth 7-1616 CABLE ADDRESS: "CUMLAMAC"



Professional equipment supplements home-type washers and is used for doing shirts, large bundles and overflow work at peak periods. Square washer at extreme right is used for rugs

(Continued from page 32)

Shirt Service: Launder-X added this service wrinkle to its operation some four or five years ago. And starting from scratch the volume has since grown to around 1,500 shirts per week—an enviable sum when it is considered that the plant did not farm shirts out before entering the market.

The two-girl shirt unit is housed in a 30-by-40-foot cement-block structure which was added to the main plant one year ago in an effort to make more room for the rapidly expanding enterprise. This room also contains the flatwork press as well as the grid head press and sleeve form used for finishing sport shirts. Doing a good sport shirt is also a contributing factor to Launder-X success for some 20 percent of the shirts coming into the plant are of this type.

Conventional cotton shirts are priced at 22 cents each. Because of the extra handling and packaging (Launder-X uses a shirt pack) the sport shirts are priced at 30 cents each. To encourage bigger bundles, however, shirts included in a bundle are done for seven cents less. Launder-X has a one-day service on shirts.

Drycleaning Service: This service has been a standard feature and available to patrons from the outset. It has always been farmed out on a commission basis and constitutes approximately 20 percent of total sales.

If professional laundry trends are applicable, it is not unlikely that the next move in the Launder-X expansion program will be along drycleaning lines. The only things the plant doesn't do itself at the moment are drycleaning and household finishing.

Rug Service: The addition of new and larger equipment has enabled Launder-X to offer rug washing as a sideline service. For this purpose the plant uses a combination machine which can wash, extract and dry a 25-pound load, or wash and extract a 40-pound load. The procedure at the

Ashtabula plant is to pull the rugs after the extraction cycle and tumble them in a separate piece of apparatus.

With 9-by-12-foot looped rugs bringing in \$5 apiece, this service can be a lucrative one. Launder-X averages about a dozen rugs per week.

Drop-Off Service: Observing that many people do not have the time or inclination to operate self-service equipment themselves, Launder-X offers its customers a "drop-off" service. This simply means that the customer leaves his order at the store and lets Launder-X personnel do the rest.

Actually, the customer has always had this prerogative and has gladly paid the 5-cent service charge (per washer) to exercise it. The only disadvantage was that the customer never knew how much the order would cost, for additional charges might be levied if it were necessary to split the order up into two or three washer loads. This is no longer a major factor since larger equipment has been installed.

The new system simplifies the "bookkeeping" and the customer knows beforehand what the charge will be to the exact penny. The fluffy work, which includes folding,

goes for 10 cents per pound and wet-wash at 6 cents a pound under this plan. This price structure compares favorably with the self-service rates of 35 cents per 9-pound load including soap, and 5 cents extra for bleach and blue. At this writing only 40 percent of the Launder-X patrons do their own washing in the plant.

To implement some of the services offered above, it was necessary to replace some of the self-service equipment with the type of equipment one is more likely to see in a professional plant.

When we visited Launder-X two years ago they had already begun this transition and hence the plant contained the following equipment: seventeen 9-pound, three 18-pound and one semi-automatic 25-pound washer; one 17- and another 20-inch extractor plus a twin-cylinder 26-by-24 and two 26-by-30 tumblers.

Since then the plant has cut the number of 9-pound washers to 15 and the number of 18-pound washers to one. Two 25-pound washers were added in addition to the 25-to-40-pound capacity washer mentioned elsewhere. Also, an extra 26-by-30-inch tumbler was purchased. These and other changes, Mr. Pressman says, have increased the productive capacity of the plant by 20 to 25 percent.

But while added services help business, they alone do not necessarily make it a success. There are other factors and Mr. Pressman feels that a loyal staff and a consistent advertising program cannot be overlooked or underrated.

Four of the five employees have four or more years of service. As for advertising, Launder-X runs weekly inserts in the local paper and believes strongly in buying space in fraternal publications which come out from time to time. Advertising expenditures amount to approximately \$100 monthly. □□



Drop-off service at popular rates is fast replacing self-service aspects of the business. Storage bins and tumbler row are seen in background behind plantowner Simon Pressman

The revolutionary VAN HEUSEN CENTURY SHIRT launders so perfectly we want you to have FIRST LAUNDERING FREE to prove it!

**Now... take advantage of our 14-DAY FREE TRIAL OFFER
plus our never-before FIRST LAUNDERING FREE OFFER**

Wear it!

Wash it 14 days!

**If not satisfied
your money back!**

- Patented soft collar won't wrinkle ever!
 - World's only 1-piece collar never needs starch stays.
 - Collar fold-lines are woven in.
 - Iron flat, flip, it folds perfectly.
 - Twice the wear of ordinary shirts.
 - American Laundry Test of Laundering Tests prove it gives up to 80 wears and washings!
 - Costs no more than ordinary shirts.
- 



We have a complete selection NOW!

STORE NAME

COLORS
14.50
SUPERFINE WHITE
14.95
(Get here available Starch
Lengths & Collar Stays)

\$3.95
WHITE

**See what (City Name)
Laundries say about the
amazing Van Heusen Century**



FIRST LAUNDERING FREE!

Tell me enough to any A.I.L. Member Laundry using with your new Van Heusen Century shirt and get your first laundering free. It's only one of dozens of fine products we offer.

Please attach _____ Date Received _____

VAN HEUSEN CENTURY SHIRT

Have the first laundering on us!

Take the coupon, with any new Van Heusen Century Shirt, to any of the laundries listed below. They'll launder it for you free of charge to show you how beautiful these fine shirts look, washing after washing.

Coupon good at:
(Newspaper to list local A.I.L. member laundries here)

To tie in with national campaign, mats of ads like this will be made available to laundries and department stores for insertion in local newspapers. Drop-in letters from local laundries (or similar personalized copy) may be included in panel at right.

Two shirt manufacturers to sponsor

A National Advertising Campaign for the laundry industry

MILLIONS OF CONSUMERS will be urged, in full-page ads in *Life* and *Saturday Evening Post* next fall, to bring a new Manhattan or Van Heusen dress shirt to their local American Institute of Laundering member plant for a free laundering, according to a recent announcement by Edwin W. Pearce, AIL president. Additional smaller ads in *Good Housekeeping* will carry the same first-laundering-free offer.

Laundryowners interested in cashing in on the tremendous merchandising possibilities of the national advertising campaign should study it

thoroughly and plan now to tie their own promotion and advertising in with it when it breaks on Labor Day. Those who do will have a perfect opportunity to sell "the complete line" of professional laundry service in face-to-face interviews with consumers who accept the offer. Unlike so-called institutional or prestige campaigns, this one is designed to expose potential customers to the direct sales approach of the laundryowner, including the "closing of the deal" or asking for the order. In this way concrete results can be measured.

Hundreds of Manhattan and Van

Heusen sales representatives are being provided now with kits full of blowups of the national ads, other point-of-sale aids, newspaper mats, truck posters and suggested scripts for radio and TV programs. During the next few weeks the salesmen will be showing these kits to thousands of retail-store managers and department heads, helping them plan window displays and local advertising campaigns to tie in with the national ads. It is during this stage that laundryowners should be in contact with retailers and manufacturers' representatives in order to derive full benefit from the

initial impact which the campaign will create.

Similar advertising materials, designed especially for use by participating laundries, will be available from both the shirt manufacturers and AIL headquarters at Joliet, Illinois.

The national campaign has been adopted only after thorough testing on a local scale in many cities including Newark, Knoxville, Louisville, Nashville, Dallas, Milwaukee, St. Paul, and Bakersfield, California. In Los Angeles last October 63 retailers and eight AIL member laundries cooperated in the local campaign, which included two cooperative newspaper ads offering the first laundering free for a month. In Bakersfield an entire page in the local newspaper one day last April included three separate ads run by haberdashers and one cooperatively run over the signature of five local laundries. The copy in all the ads featured the free laundering offer and listed the participating laundries.

The experience in these two cities suggests the desirability of all the AIL member plants in a given community banding together with the retail merchants for a mutually sponsored tie-in campaign.

Mechanics of the plan

A total of six ads has been scheduled for the consumer magazines to date. The first will appear in *Life* on September 6. All of them will carry a reproduction of the AIL Seal of Approval as well as the free laundering offer. The purchaser of any Manhattan "Span" or Van Heusen "Century" dress shirt will be given a coupon by the retail clerk at the store where the purchase is made. The coupon will entitle the purchaser to the first laundering of that shirt free at any AIL member laundry between September 1, 1954, and February 15, 1955.

It is at this point—the point of sale—that AIL laundries should be identified through a tie-in with the retail display so that the shirt customer will know without any question where to send the shirt for laundering. When the new shirt is ready for its first laundering, it will be taken or sent to the cooperating laundry along with the coupon.

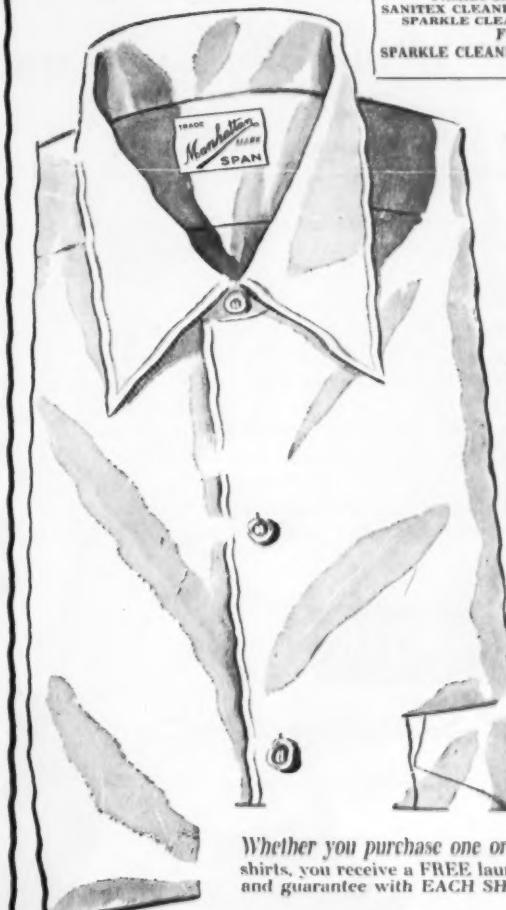
As Mr. Pearce announced:

"The cost to us will be insignificant compared to value received. I personally feel it will be very beneficial to the entire industry. I believe this so strongly that if you think the value received is less than the cost of participating in this promotion, just send your bill for the free laundering of the shirts you do . . . along with the coupons you have taken in, and I will pay

Buy Your New MANHATTAN SPAN SHIRT From HARRISON'S

Receive the First Laundering FREE—Plus a
Full Year's Guaranteed Satisfaction From—

CITIZEN'S LAUNDRY AND DRY CLEANERS
FAMILY SERVICE LAUNDRY
SANITEX CLEANERS AND LAUNDRY, INC.
SPARKLE CLEANERS, LAUNDERERS,
FURRIERS
SPARKLE CLEANERS AND LAUNDERERS,
TAFT



SPAN

The Shirt With the
Guaranteed Collar

\$3.95

A Manhattan Span is
yours free if the collar
doesn't outlast the high
quality shirt body.

SPAN

A—
Manhattan
BEST BUY

Whether you purchase one or one dozen SPAN
shirts, you receive a FREE laundering certificate
and guarantee with EACH SHIRT!



HARRISON'S

30-60-90-Day Accounts

1618 19th Street

Newspaper campaign in Bakersfield, California, last spring included this ad sponsored by local store, listing cooperating laundries

your costs. Now what could be more fair than that?"

Cost of the consumer ads is being borne entirely by the shirt manufacturers and is in excess of \$100,000. It

is understood that if enough laundries and retail stores cooperate, the number of ads may be increased to extend the program over a longer period of time. □□

Whiter Shirts!

That's what Armour's new brightening agent offers you and your customers!

Both HILO POWDER and GIANT POWDER contain this new wonder-working brightener called *Armosol*. And look at the difference *Armosol* makes.

The fabric on the left was washed in an ordinary detergent. Now look at the fabric on the right—washed in a detergent containing new *Armosol*. Look at the sparkle! It's really clean! Your customers will buy that difference.

HILO is a balanced blend of builders and medium titer soap, perfect for colors, which will remove dirt at safe, low temperatures. GIANT POWDER is a ready-built detergent with a high soap content and a titer of 41-42° C. Both of these detergents contain *Armosol*. And Armour's FLINT® CHIPS is another dependable product, a quick-penetrating, high titer neutral soap with a minimum of 88% anhydrous soap and a 41-42° C. titer.

Trial lots of these improved products—HILO, GIANT, FLINT—will convince you that they mean more profits for you. Order them today!



ARMOUR

Industrial Soap Department

Armour and Company • 1355 West 31st Street • Chicago 9, Ill.



Sparkling Colors!





Allied trades old-timers and guests at third annual luncheon meeting

Allied Trades Groups Combine

Merger of two associations voted at annual convention

MIXED DOSES of springtime in the Rockies, snow, pleasure and business were the ingredients of the Silver Jubilee Convention of the Laundry and Cleaners Allied Trades Association and the Laundry and Dry Cleaners Machinery Manufacturers Association, April 27-30, at the Broadmoor Hotel, Colorado Springs, Colorado. A total of 287 registered, including 94 ladies.

The most important of the business transactions was the consolidation of the two groups. Now it's just the LCATA, with that old tongue twister, the LDCMMA, having been laid to rest.

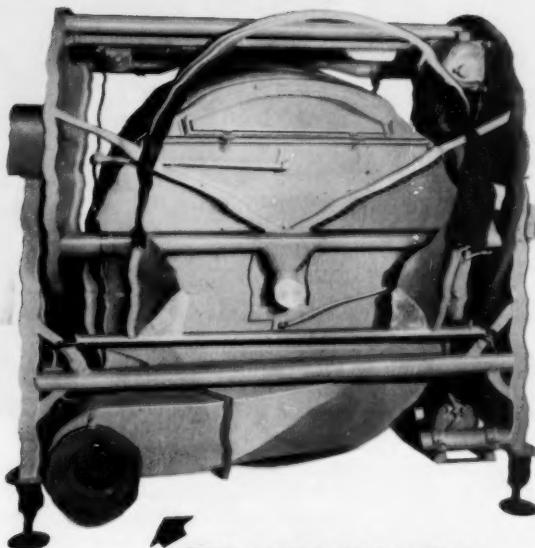
The lone outside speaker was Jack Lacy of the Lacy Sales Institute, Newton Center, Massachusetts. Mr. Lacy's remarks and film on sales training were well received.

Some 40 old-timers gathered for their third annual luncheon meeting. The convention was marred by the sudden passing of Gilbert G. Sanborn, Tingue, Brown & Company, on April 30.

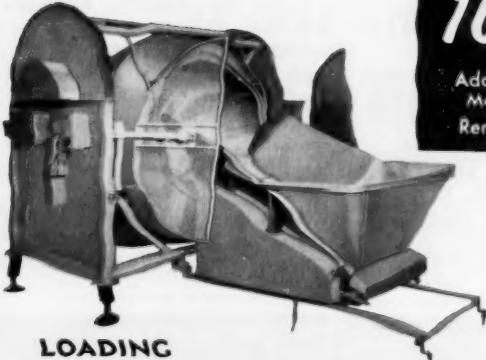
All committee chairmen reported on their respective activities. Emphasis was placed on the need for individual company action on state and sectional matters, the seriousness of "ripper"



Now! "All-In-One" in PURKETT



THE NEW PRE-DRYER



LOADING

10%

Additional
Moisture
Removed!

20%

Heat-Rise
In Only
5 Minutes'
Tumbling!



UNLOADING

THE NEW 72" PURKETT PRE-DRYING CONDITIONER

Available With or Without Conveyor, Hoist and Loader Trucks and Other Attachments

ALSO AVAILABLE [PURKETT'S UNHEATED SHAKE-OUT TUMBLER
PURKETT'S BIGMOUTH HEAT CONDITIONER

Purkett engineers are laundry, linen and garment conditioning consultants. They can solve your problems. Ask for their specialized assistance at any time.

MANUFACTURED BY

PURKETT MANUFACTURING COMPANY
JOPLIN, MISSOURI



legislation now in force at state and local levels, and on future exhibit plans at national conventions. A survey revealed that 82 percent of the exhibiting firms would prefer one large exhibit or fewer exhibits each year. The present large and small exhibit plan will be dropped at the end of 1955. Committees are now studying proposals for subsequent exhibits.

New officers of the combined association are G. W. Boyd, Sanitone Division, Emery Industries, Cincinnati, president; Morris Landau, Cummings-Landau Laundry Machinery Co., Inc., Brooklyn, N. Y., secretary; and Nils S. Dahl, John T. Stanley Co., Inc., New York, continuing as treasurer.

The distributor, supply manufac-

turer and machinery manufacturer groups are represented on the board of directors by six members each.

For the distributors: Hugh G. Henderson, Hugh G. Henderson Co., Houston; J. R. Morris, Virginia-Carolina Laundry Supply Corp., Richmond; Marcel Hirsch, Patek & Co., San Francisco; Carl S. Hulen, Wm. Lynn Chemical Co., Inc., Indianapolis; F. H. Ross, Jr., F. H. Ross & Co., Inc., Charlotte, N. C.; A. D. Fry, The Fry Bros. Co., Cincinnati.

For the supply manufacturers: G. W. Boyd, Sanitone Division, Emery Industries, Cincinnati; W. D. Ellis, Southern Mills, Inc., Atlanta; Nils S. Dahl, John T. Stanley Co., Inc., New York; John R. Young,

Davies-Young Soap Co., Dayton; W. B. Appleby, Wyandotte Chemicals Corp., Wyandotte, Mich.; A. M. Henning, Resillo Company, Chicago.

For the machinery manufacturers: Joseph Friedman, U. S. Hoffman Machinery Corp., New York; B. O. Gottry, Butler Manufacturing Company, Kansas City, Mo.; J. E. Ryan, Jensen Manufacturing Co., Palmyra, N. J.; John K. Clement, Bock Laundry Machine Co., Toledo; Wayne Wilson, American Laundry Machinery Co., Cincinnati; Morris Landau, Cummings-Landau Laundry Machinery Co., Inc., Brooklyn, N. Y.

Next year's convention will be held at the Grand Hotel, Mackinac Island, Michigan, June 23-26.—Phil Greene





**SOIL REMOVAL IS TWICE
AS SURE WITH**
"CROSS-FIRE CLEANING ACTION"

(And you get important savings in the bargain!)

With cross-fire cleaning action you attack soil with two powerful weapons. You open up with a high-powered "break" employing a scientifically compounded soap base product—either Brex or Ozonite. You follow with suds baths using Orvus Hytemp, a detergent developed expressly for high temperature washing—and especially designed to supplement and multiply the initial dirt loosening action of the soap base break.

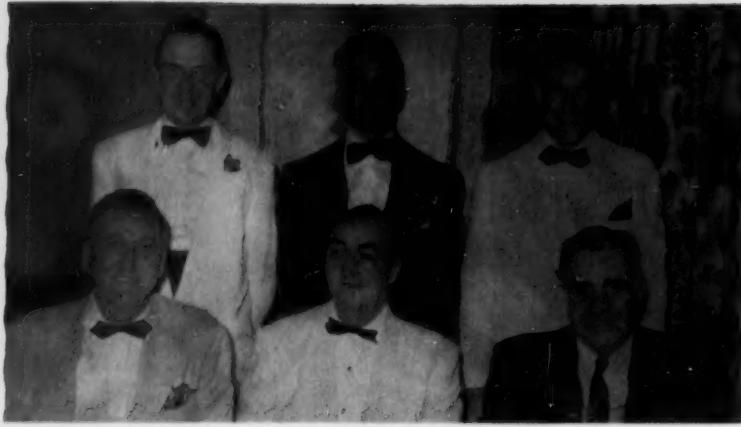
Yes, soil removal is twice as sure with this

new washing method. And that's only half the story! With the cross-fire cleaning system, your formula time is shortened . . . rinsing is reduced . . . savings in water and water heating costs are assured . . . production is increased.

Get the complete story of Matched Team Detergency with Cross-Fire Cleaning Action from your Procter & Gamble salesman. Or drop us a postcard requesting a copy of the folder which describes this amazingly efficient new washing method.

Procter & Gamble

G WYNNE BUILDING
CINCINNATI 2, OHIO



Officers, left to right, seated: Wilmer Balderson, W. Ryder Jones, Albert G. Hofheimer. Standing: John Horst, Stuart A. Smith, Gordon Bonnette

Maryland—D. C.— Virginia Convention

OVER 100 LAUNDROY OWNERS, allied tradesmen and their ladies attended the annual spring convention of the Maryland, District of Columbia and Virginia Laundryowners' Association at the Chamberlain Hotel, Old Point Comfort, Va., May 10 and 11. Despite the many attractions afforded by the setting and the customarily high standard of social activities, all sessions were unusually well attended.

The first afternoon was devoted to a panel discussion of "Trends in the Industry" under the chairmanship of Rick Carmel, H. Kohnstamm & Co., Inc. Participants were Ted Earshaw, National Marking Machine Co.; Ted Wrocklage, Procter & Gamble, and Hy Schwartz, editor, *American Laundry Digest*. Jim Barnes, editor, *STARCHROOM LAUNDRY JOURNAL*, was also scheduled to participate but was

unable to attend. The room was filled to capacity for this session and the questions asked of the panel members indicated that the audience was keenly interested in the subject.

The following morning was given over to the annual business meeting of the association, followed by a showing of the AIL sound-slide film "Every Day Is Monday." Robert O. Brown, manager of the AIL department of accounting and statistics, then lectured on the latest developments in office equipment and procedure.

W. Ryder Jones, Sunshine Laundry, Salisbury, Md., was elected president of the association to succeed Stuart A. Smith, Fauquier Laundry, Warrenton, Va. John Markle, Q & S Laundry, Bladensburg, Md.; Albert G. Hofheimer, Sunlight Laundry, Norfolk, Va., and Wilmer H. Balderson of Washington, D. C., were elected vice-president, treasurer and executive secretary respectively. Directors elected include Mr. Smith; John H. Horst, Lord Baltimore Laundry, Baltimore, Md., and Gordon W. Bonnette, Jr., Old Colony Laundry, Washington, D. C.

The annual banquet was highlighted by the introduction of six past presidents of the association, including C. Archer Smith, father of Stuart Smith. The third generation of this family was represented by Stuart's son "Chip," for whom a future tenure as president was forecast.

Other entertainment included tours of the U.S.S. Hornet at the Norfolk Naval Base, colonial Williamsburg, Yorktown and many gardens in the vicinity. An outdoor barbecue, a genuine "hoss" race in which everyone actively participated and the annual president's ball rounded out the schedule of activities.

Indiana Quick-Service Meeting

A HARD-HITTING sales promotion program of President Francis "Top" Raymond drew over 100 quick-service operators, wives and allied tradesmen to the annual "Spring Wring Ding" of the Indiana Quick Service Laundry Association, held in Indianapolis April 24 and 25.

The program got under way when President Raymond introduced the charter officers of the IQSLA. Joseph Crouch, Bloomington, is president and Leslie M. Hedges, Indianapolis, is secretary.

The first speaker, Earl P. Tregilus of the vocational education depart-

ment of Indiana University, discussed what makes a customer buy. He emphasized the need to stress the features that are important to the customer—not to the laundry operator—in selling. A film, "Head Man,"—with the customer as the "head man"—illustrated points in the lecture.

Brief talks by Bob Shuman, Indianapolis, and Joe Crouch, relating their experiences with different types of washing equipment, soon set the pace for a fast-moving session.

Russell Burtiss, Hueber's Laundry, Columbus, Ind., director of the Business Boosters panel, introduced his

fellow panel members. They were: Foster Lee and Stanley Shephard, American Institute of Laundering; Curt Freeland, Foster-Stephens, Chicago; Hy Schwartz, editor of *American Laundry Digest*; Earl Armbrust, H. Kohnstamm & Co., Inc.; Dick Wheeler, vice-president of the Michigan Self Service Laundry Association; Carl Isercloth, Triangle Washette, Indianapolis; M. H. Steckel, of *Launder-Matic Age*.

After the Sunday banquet, President Raymond received an award for outstanding service in furthering the IQSLA. He then introduced D. E.



Build PROFITS and VOLUME with a Modern, Quick-Service Operation

More and more commercial laundry operators are meeting changing customer demands by adding the profitable quick-service feature to their business. They have found that today's customers want a laundry that's near their home or shopping center, that handles big or small loads and offers one-day service at no extra cost. The handy quick-service laundry answers these demands.

Aggressive commercial laundry operators in adding this profitable feature are using the washer that has secured the confidence of the American housewife through years of superior performance in the home, the Westinghouse Laundromat®. And these operators know that the specially built commercial model

Laundromat will stand the gaff of heavy-duty use.

Further, they are turning to ALD, Inc., for help in starting their quick-service business on an efficient and profitable basis. Our help, covering store layout, financing plans, complete merchandising campaigns and replacement parts service, has no substitute. We will be glad to tell you more about the money-making possibilities of this business and how our assistance can get you started on a sound and profitable basis. There's no obligation.

Complete help in organizing profitable quick-service operations and financing up to 80% on equipment is available from ALD, Inc., authorized distributor for the Westinghouse Laundromat.



ALD. INC.

3849 N. Clark St., Chicago 13, Ill. 2023 Farrington, Dallas, Texas
7402 Sunset Blvd., Los Angeles 46, Calif.
785 Market St., San Francisco, Calif.
ALD, New York, Inc., 37-28 30th St., Long Island City 1, N.Y.

Write or Phone! Regardless of Where You Are

- We will contact you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 5 offices.

Tuttle of Procter & Gamble's research department, who discussed causes of fabric damage.

At the business meeting of the IQSLA the bylaws were amended to provide for five new offices: four directors and one historian. Amendments were also made to change the

name of the organization from Self Service Laundry Association of Indiana to Indiana Quick Service Laundry Association.

New officers elected for the coming year are William S. Watkins, Anderson, president; Russell Burtiss, Columbus, vice-president; Cleo W.

Bourne, Indianapolis, secretary; Fredrick L. Adamson, Brazil, treasurer, and Mrs. Carl Hadley, Indianapolis, historian. The board of directors includes: Francis J. Raymond, New Albany; Timothy C. Mills, Indianapolis; Frank P. Cline, Huntington, and Robert E. Smith, Franklin.

Southern Laundryowners Meet

A SEAFOOD DINNER kicked off the forty-fifth convention of the Southern Laundryowners Association at the Edgewater Gulf Hotel, Edgewater Park, Miss., on May 2, 3 and 4.

The following morning, the session opened with Willis Pellerin, Pellerin Milnor Corporation, New Orleans, who gave the facts and figures on the operating costs of laundry routes compared with branches and on-location operations. The analysis provoked a general discussion and set a keynote for the meeting.

The convention continued with a panel discussion led by Earl Rush, French Unique Cleaners, Alexandria, La., assisted by Boyd Lewis, Chalmette Laundries, New Orleans; Fred Thesmar, Loeb's Laundry, Memphis; Wilbur Kean, Kean's Laundry, Baton Rouge, La.

The following officers were elected: Earl Rush, president; Chester List, List Laundry, Pine Bluff, Ark., vice-



New officers, left to right: Ed Funk, Earl Rush, Chester List and Henry Fisher

president; Ed Funk, Foster-Stephens, Inc., Chicago, sergeant-at-arms, and William H. Fisher, Jr., Memphis, marketing counsellor.

Directors for the coming year will be: Charles M. Smith, Jr., Montgomery, and Jack Chin, Mobile, of Alabama; Al Pollock, Ft. Smith, and W. T. Sitlington, Little Rock, Arkansas; A. Goldstein, Shreveport, and Wilbur Kean, Baton Rouge, of Louisi-

ana; Rayburne Fraser, Columbus, and Julius Herman, Jackson, of Mississippi; Cliff Taggart, Nashville, and Frank Weiland, Jackson, of Tennessee.

Dewey Ballard of Ballard & Associates gave the final address, discussing production figures of the present-day plant.

The members of the group decided to invite drycleaners to join the association's activities.

Jubilee at Hartford

THE GOLDEN-ANNIVERSARY convention of the Connecticut Laundry & Cleaners Association was held May 7 and 8 in Hartford with special events appropriate to the occasion.

Business was not neglected, however, with over 100 delegates turning out for the workshop session featured the afternoon of May 8. Brief talks were given by Lester Francis, advertising manager, Sanitone Division, Emery Industries, Inc., telling how "Pennies Make Profits"; Henry Shepherd, tax attorney, giving "Slants on Taxes," and by Russell Rose, of the production and engineering department, American Institute of Laundering. Frederick Waterhouse, legal counsel of the Manufacturers Association of Connecticut, discussed "Labor Laws"; R. E. Lester, Eastern field



At banquet, left to right: President George Grasser; Hart Stoddard, guest of honor; Paul Weigand, president Paul Weigand Machine Co. and first secretary of the ALTA Club



SUPREME

ONE OF

CLINTON'S

"Petal Smooth"
LAUNDRY STARCHES

NON-CONGEALING ... USE HOT OR COLD
GIVES FLEXIBLE FINISH ... EASIER IRONING

- Clinton Laundry Starches give you quick boiling and fast penetrating action
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.



CLINTON SUPREME STARCHES
always smooth like a summer breeze

CLINTON

CLINTON FOODS INC.
CLINTON, IOWA

manager of American Cleaners Equipment Co., took up the "Two-Bath Charged System," and "Insurance Slants" were presented by William T. Hickey, regional manager of Travelers Fire Insurance Co. "Building Shirt Volume" was the subject of John Hopper, Salem (Mass.) Laundry, and "New Slants on Shirts" were offered by William Woodson, research director of the Manhattan Shirt Co.

Delegates turning up on time for the workshop session were given special cards with a verse to be filled in—the winning "secret word" and a humorous greeting were supplied by Groucho Marx. The prize was won by Lawrence Harvey.

The workshop was followed by a "Problem Buster Clinic," based on the ten top-priority problems of plant-owners. The clinic moderator was C. M. Dobbs of Monarch Laundries, Inc., New Haven.

Saturday morning was devoted to a continuous showing of films, including "Contour Sheets," with comment by Ruth Cledhill, personnel manager of The New England Laundry Co.,

Hartford; "Every Day Is Monday"; Du Pont's "Facts About Fabrics," and "What's Ahead for the Laundry Industry," with comments by N. E. Marden, New England manager, The American Laundry Machinery Co.

Among the special golden-anniversary events was a display of old-fashioned laundry equipment, ads, bill-heads, price lists, and early copies of trade magazines. The AIL prize-winning laundry ads were also on exhibit. The display committee was headed by Clement Cainty, Nonpareil Laundry, New Haven.

At the Friday-evening banquet music, decorations, program and souvenirs all carried out the golden-anniversary theme. The guest speaker was Connecticut's Lieutenant-Governor Edward N. Allen. The banquet took the form of a testimonial to Hart Stoddard, retiring allied tradesman, as an expression of the esteem of all sectors of the industry. Mayor De Lucco of Hartford presented a golden key to the city to the association president, George J. Grasser.

Officers reelected for the coming

year are George J. Grasser, White Way Laundry, Wallingford, president; Wesley B. Van Dine, Victory Laundry, Hartford, secretary-treasurer, and Richmond Smith, Troy Laundry & Dry Cleaners, Norwich, sergeant-at-arms. Walter J. Brophy, Monarch Laundries, Inc., New Haven, was elected vice-president. Mrs. Althea Wheeler continues as executive vice-president.

Directors chosen for a two-year term: George J. Grasser; George E. Jones, Star Laundry, Inc., Norwalk; William H. Minty, Pembroke Laundry & Cleaners, Bridgeport; Sherman H. Perry, Perrys Inc., Waterbury; Arthur L. Sage, H & E Laundry, Hartford; Richmond Smith. Other directors are: Walter J. Brophy; Frank Comeau, Three Hour Service Laundry, New Haven; Neal Ehlers, Forest City Laundry, Inc., Middletown; Gerald T. Reuter, Imperial Laundry, Inc., Waterbury; Arthur C. Stevens, New England Laundry Co., and Wesley B. Van Dine.

The convention committee was headed by Arthur Stevens.

CRI Convenes in Montreal

COOPERATION was the keynote of the successful twenty-first annual convention of the Canadian Research Institute of Launderers and Cleaners, which was held at the Windsor Hotel in Montreal on May 13, 14 and 15. There was cooperation between the CRI and the Launderers & Dry Cleaners Association of the Province of Quebec, Inc., and the luminaries of the textile maintenance field from the States who helped round out the program. Dr. Carl L. von Harten of Granville Bros. Ltd., Vancouver, B. C., presided, while E. W. Finlayson, managing executive of CRI, and G. D. LaViolette, manager of the Quebec association, organized the meeting.

Camilien Houde, mayor of Montreal, welcomed the delegates to the city in the opening speech of the convention. He was followed by A. F. Schuelke, Sanitone Division, Emery Industries, Inc., whose topic was "What's the Score for '54." Mr. Schuelke pointed out that during the past several years Canada has enjoyed a sharp increase in its gross national income and urged the group to maintain its high standards to compete with other industries for the Canadian's spendable dollars.

"Nothing in the Laundry Business Is Permanent Except Change" was the theme of Albert Johnson's ad-



CRI officers: George A. Proulx (right), new president, receiving key to headquarters from Past President Dr. Carl L. von Harten. E. W. Finlayson, secretary-treasurer, looks on.

dress, which led off the second day's sessions. The general manager of the American Institute of Laundering outlined the industry changes that have taken place over the past 30 years as a result of the ever-changing buying habits of the public. Then he concluded: "Actually we are changing from a noncompetitive economy to a tough competition era. And what is needed in the laundry business—besides better planning, harder selling and merchandising, better supervision, better control of expenses, better workflow, better housekeeping, better employee relationships — is

most of all just more plain old-fashioned work."

Mr. Johnson was followed by Charles MacCallum of Dow Chemical Company, who told "The Story of Joe Slow and Bill Smart." A report by Colin H. Bayley of Laundry, Dry Cleaning & Textile Laboratory on the activities of the Ottawa laboratory closed the day's business session.

Folk songs and dances French-Canadian style sparked the evening's reception, dinner and dance.

The last day's schedule started with a showing of a public relations film, "Ferland's—Quebec." Alec M. Starko of Page, The Cleaner & Furrier, Edmonton, Alta., followed with a speech on how planned production can pay off. Charles B. Truxal, executive secretary of Ohio State Association of Cleaners & Dyers, would up the session with a discussion of fabrics.

Officers of the CRI for the following year are: George A. Proulx, Montreal, president; W. S. Richardson, Sherbrooke, Que., vice-president; C. A. Brukes, Calgary, Alta., second vice-president. E. W. Finlayson was re-appointed secretary-treasurer.

Following a timely invitation—"CRI Is Yours, Use It"—by Mr. Finlayson and a panel discussion of "What About the Charged System?" the convention closed.

*The Washroom is the heart
of every laundry...*



*And the industry demand
is for STAINLESS STEEL*



**Write for your copy:
"ALLEGHENY METAL
in the Laundry Industry"**

An interesting and informative 24-page booklet on the uses and advantages of Allegheny Metal in laundry equipment. Well illustrated, contains a technical section on selection of stainless grades, fabricating details, etc.

ADDRESS DEPT. L-54

Shining stainless steel equipment in your washroom not only looks good—a pleasant place to work and a showplace for your trade—but you absolutely can't find its equal for efficiency and long-term economy.

That's because no other metal can match stainless steel in the combination of qualities that are most important to any laundry operator . . . strength, resistance to any rusting or staining influences encountered in the washroom, tremendous length of life in service, easy-cleaning qualities and resistance to

denting or other surface wear.

The result is that washers, starching equipment, conveyors and work tables, etc. made of Allegheny Metal not only protect the quality of your bundles but actually save you money in the long run, in the reduction of your cleaning, maintenance and depreciation costs.

• Next time you're in the equipment market, look for or specify equipment "Made of Stainless Steel." You'll find it pays! Allegheny Ludlum Steel Corporation, Oliver Bldg., Pittsburgh 22, Pa.

You can make it BETTER with
Allegheny Metal

WAD 4075

Warehouse stocks carried by all Ryerson Steel plants





SPECIAL OFFER

you can save \$2.50 on

your copy of

if you

act at once!

THE **FUR BOOK**

BY DAVID G. KAPLAN

regularly \$7 50

FOR A LIMITED TIME—BARGAIN PRICE—ONLY \$5.00

for the most complete textbook on
the maintenance of fur garments
Repairing—Remodeling—Cleaning

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

check money order

Please send me THE FUR BOOK at Special Price of Only \$5.00

Name _____

Firm _____

Address _____

City _____ State _____

Get full profit from your storage vault...by servicing your customers' stored fur garments. THE FUR BOOK tells you how—in clear, detailed instructions by a practical teacher-furrier.

**Send this
money-saving coupon—
TODAY**





Does this happen in your laundry?

This padding is packing down. Buttons break, the collars have crow's-feet, and the cuffs wrinkle. Besides, the shirts don't look good.

If you've ever had this trouble and lost good customers because of it, you'll appreciate the value of *Jomac 54*.

Jomac 54 has thousands of springy loops which won't pack down. It greatly lowers button breakage; prevents crow's-feet and wrinkles; improves the quality of finished work; helps keep customers satisfied. Its uniform porosity prevents scorching.

Jomac 54 is economical too. It saves 25% to 40% of your press padding costs, up to 75% of your pad-replacement time, and it fits any size buck.

Jomac 54—made only by C. Walker Jones Co.—is sold by leading laundry suppliers everywhere. Ask for the name of your nearest supplier.

FREE. A set of *Jomac* Press Padding covers for collar or cuff unit. Send us a paper pattern, plus the make and model of your press. C. Walker Jones Co., Philadelphia 38, Pa.

JOMAC 54 PRESS PADDING



NO BROKEN BUTTONS



NO CROW'S-FEET

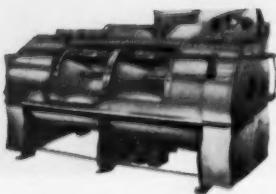


NO WRINKLES

Why buy $\frac{1}{2}$ a Washer?

The American R.H.P. Cascade gives you
both halves of the washing job...

- ① Thorough Open-Pocket Washing
- ② Easy, Faster Unloading!

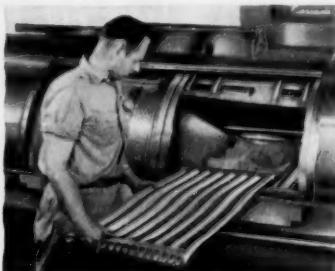


AMERICAN
R. H. P. CASCADE

...the labor-saving,
money-saving Washer!

Cascade open-pocket washing gives your wash load *full-drop* action—speeds up the entire washing cycle! And American R. H. P.—removable horizontal partitions—save work, cut load removal time!

For the best washing action, with limited equipment cost, the American R. H. P. Cascade is the Washer for you!



Removable horizontal partitions of light-weight, rust-proof aluminum, are easily inserted after load is washed.



Washed work slides from the horizontal partitions . . . no stooping or reaching, unloading is easy and fast.



You can depend on your American Representative. Rely on his advice in your selection from the complete American Line of equipment he represents. With our many years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.

World's Largest, Most Complete Line of Laundry Equipment

Write for Bulletin AB 330-602. Or call in
your American Man . . . soon!



AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

Pilgrim Laundry Buys Holland

Pilgrim Laundry, Inc., Brooklyn, N. Y., purchased the name, goodwill, trucks and some of the productive equipment of Holland Laundry Co. of the same city on May 7, according to announcement of R. Gordon Young, Pilgrim vice-president and general manager. The sale was consummated after protracted negotiations between Sidney Stacey, chairman, John D. Scholfield, treasurer, and Mr. Young, on behalf of Pilgrim, and Louis Mallin, president, and Herbert Miller, vice-president, on behalf of Holland. It was stressed that no brokers or intermediaries were involved inasmuch as the agreement was a friendly one negotiated between two competitors that had enjoyed friendly relations over the years.

Under terms of purchase Pilgrim hired as many Holland productive workers as it could make room for and all Holland route salesmen who cared to join the purchasing firm. The two groups numbered over 100. The building, plant equipment and adjoining real estate of Holland will be disposed of by Messrs. Mallin and Miller at their convenience.

All Holland business will continue to be transacted by Holland route salesmen until such time as a complete merger of routes can be effected. Holland routes numbered 29 in Kings and Nassau Counties, areas which Pilgrim has also been serving. Holland sales volume when added to Pilgrim's gross should result in approximately a 30 percent increase in annual sales for the latter firm.

The two companies have always been very much alike in character and the quality of service rendered. Involved in the transaction were two of the oldest laundries in the Eastern United States, since Pilgrim was founded in 1894 and Holland just 12 years later.

Western Institutional Meeting

Over 100 delegates from 11 states attended the annual convention of the Western Association of Institutional Laundrymen, held recently in Los Angeles. Featured was a panel discussion on technical problems in which H. H. Bendixon, Good Samaritan Hospital, served as moderator. Panel members included Richard R. Brown, Santa Fe Hospital; Dean Menzel, Loma Linda Hospital, and Ben J. Heath, American Laundry Machinery Company. Luncheon speakers were George Isaacson, American Institute of Laundering, and Harold Ermshar, White Memorial Hospital. Other speakers included the group's president, Walter A. Thurston, Emanuel Hospital, Portland, Oregon, and its treasurer, Oren G. Sutter, White Memorial Hospital, Los Angeles.

Inter-Industry Meeting

An open-forum discussion of washable goods was held May 5 in Baltimore under the sponsorship of the Laundry-Dry Cleaning Institute of Baltimore. Seventy representatives of retail merchants and professional laundries attended the session.

Addresses by panel members and a question-and-answer period revealed that difficulties with wash goods seem to be confined to "off brands," with only occasional troubles arising from nationally advertised items. It was generally agreed that there is a real need for standard labels so that retailer, launderer and consumer will all have the same understanding of the term "washable."

Panel speakers were John Horst, Lord Baltimore Laundry; Conrad McClung, Hutzler Brothers Company, department store; A. J. Wolf, Marlboro Shirt Company, and Ralph B. Smith, textile chemist of the New Jersey Laundry and Cleaning Institute. Joseph Murnane of the Baltimore Better Business Bureau was moderator of the meeting.



When she sees and handles the shirts fresh from the laundry, that's the time and place to remind her of *all* your services. Attractive shirt bands, in your own design or one of Nashua's stock printed designs, build good will—and business.

Nashua will design a band featuring your trade-mark and merchandising any one of your special services—at no obligation. Or you may prefer to use stock bands printed with your firm name. Check coupon.

Mail the coupon today! 

NASHUA CORPORATION

SURE-HOLD DIVISION

Dept. F-4, 44 Franklin Street
Nashua, New Hampshire

Please send samples and prices of Nashua self-sealing stock printed designs.

Enclosed is our trade-mark for use in designing a special self-sealing band, without obligation to us.

(NAME OF LAUNDRY) _____

ADDRESS _____

(NAME OF JOBBER) _____

BY _____



Place of honor for G. Rolfe Scofield, Victor D. Dalgoutte, Edwin Pearce, Val E. Dayton, Hyman E. Mintz and G. E. Knowlton, Jr.

Sales Theme of New Yorkers

"SALES: THE KEY to our future" was the theme of the forty-fourth annual convention of the New York State Laundryowners Association which took place at the Sheraton Hotel in Rochester, New York, May 6-8.

Serving as the keynote speaker William E. Mercer, sales and advertising manager of the American Institute of Laundering, led off the opening session with a talk entitled "If It Helps Sales, Let's Do It." He described a current AIL "reselling" campaign which employs the technological approach to woo back former laundry users. An example of this approach is the following advertising headline: "We Iron Without Friction."

The business at the general session included the election of officers and the association took the necessary official action with the approving vote of the membership to change its name to the New York Launderers & Cleaners Association, Inc. This step opens the door to membership in the association to drycleaners as well as linen suppliers, diaper service operators, industrial and institutional launderers.

Between radio and TV interviews, Dr. Dorothy S. Lyle, public relations director, National Institute of Drycleaning, managed to bring the members up to date on the latest in "1954

Fabrics and Fashions." She gave special emphasis to problem items which will soon make their appearance in laundry and cleaning plants.

Lee C. Barker, sales manager for the Walter Haertel Company, gave a detailed account of the various types of storage facilities, stressing the advantages and disadvantages of each, and wound up his informative speech with numerous suggestions on how to promote the storage service sideline.

In a post-luncheon speech AIL President Edwin "Pete" Pearce of Greensboro, N. C., urged the members to adapt their services to changing business conditions, warning them that the individual and family type of laundry cannot long survive as such. He anticipated closer cooperation among the various branches of the textile maintenance industry and favored such action.

Much was done to enlighten the assembly on "New Aspects of the Charged System" by Dr. Samuel Machlis, president of the Stamford Chemical Company, who clarified this new system of drycleaning by comparing the process step by step with the process of washing clothes in the laundry. On such familiar grounds the members learned a lot about what the charge is and does.

The insurance men came into their own at the closing session of the second day's meeting when representatives from half a dozen organizations attempted to explain how the group insurance plan works.

The final day was turned over to the young men of the industry who had their own ideas on how things should be run. Donald S. Hall of Star Palace Laundry described a "Two-Way Communications" program; A. N. Harris, Finger Lakes Laundry, warned against using "averages" in determining production workload and the expectancy content of mixed bundles; Walter A. Reinhard, Staub & Son, described the use and advantages of addressograph plates on routemen's trucks, while G. Rolfe Scofield, Jr., Crescent-Puritan Laundry, called upon the laundrymen to make the industry more appealing to college men and urged them to set up managerial training programs as a way of accomplishing this end.

Dr. Richard Still, assistant professor of economics, Rochester, discussed the "Dollar and Cents Value of Market Research" and suggested ways of improving existing research programs.

Bill Mercer returned to the podium a second time to conclude the program with his talk on "How to Rate Your Routeman—Totem Pole Style."

Interspersed here and there throughout the factual part of the program were banquets, movies and a rip-roaring dinner speech by Gene "Sunshine" Flack, sales counsel and director of advertising, Sunshine Biscuit Company. Also greetings from Rochester's vice-mayor, the Hon. Norman Kreckman, and Assemblyman Hyman E. Mintz. Altogether, the 180 members and guests attending had a memorable time.—Henry Mozdzer



New York officers, left to right: Val E. Dayton, president; Richard V. Whalen, executive secretary; Marian Oddo, secretary-treasurer; Karl F. M. Wilke, vice-president



For Washable Slip Covers—

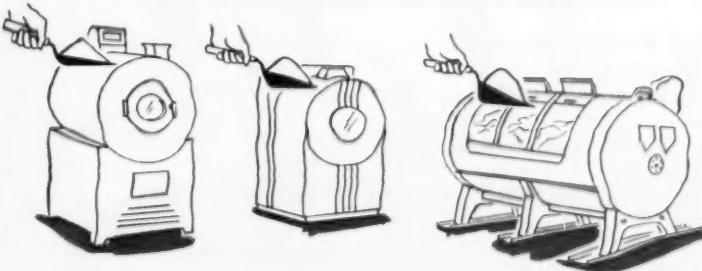
For Those Difficult Specialty Jobs—Smart Laundries Use

ARCTIC SYNTEX HD

COLGATE'S Safe, Easy-to-Use Heavy-Duty Detergent

Arctic Syntex HD is particularly effective for washing synthetic fibres, all kinds of colored goods. Also effective for washing woolens, diapers—and for hard-water washing of white work. Easy and safe to use, *Arctic Syntex HD* makes abundant suds—gets work really clean!

NO MATTER HOW YOU WASH SPECIALTY JOBS—
ARCTIC SYNTEX HD IS YOUR ANSWER TO SATISFIED CUSTOMERS



Other C. P. Products

for the Laundry Industry

Colgate Formula 40—Ideal for hot-water washing of all white work and fast-colored goods. This fine, high titer built soap assures better "sudsability," quicker rinsing, cleaner finished work and lower soap consumption. Use direct to the wheel.

Colgate Laundry Brightener—Revolutionary new detergent aid—guarantees whiter whites, brighter colors, every wash!



FREE! New 1954 Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Get a copy from your Colgate-Palmolive representative, or write to our Industrial Dept.

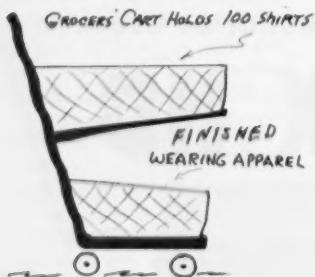
COLGATE-PALMOLIVE COMPANY

Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill.
Kansas City 5, Kans. • Berkeley 10, Calif.

Rhapsody in Bellew

HERE'S ANOTHER "Rhapsody" that came out of just one laundry. Sometimes it takes a dozen visits to as many different plants to get enough material for one issue of gadgets . . . than all of a sudden I drop into one plant to get *loads* of ideas!

This plant must remain anonymous since the owner simply wishes it to be referred to as a "plant in a large Midwestern city" and I reluctantly yield to his request. However, there was nothing in the agreement which forbids me to point out the state, which was Missouri—and he happens to be one of the most successful launderers I have met.



Grocery Carts for Shirts

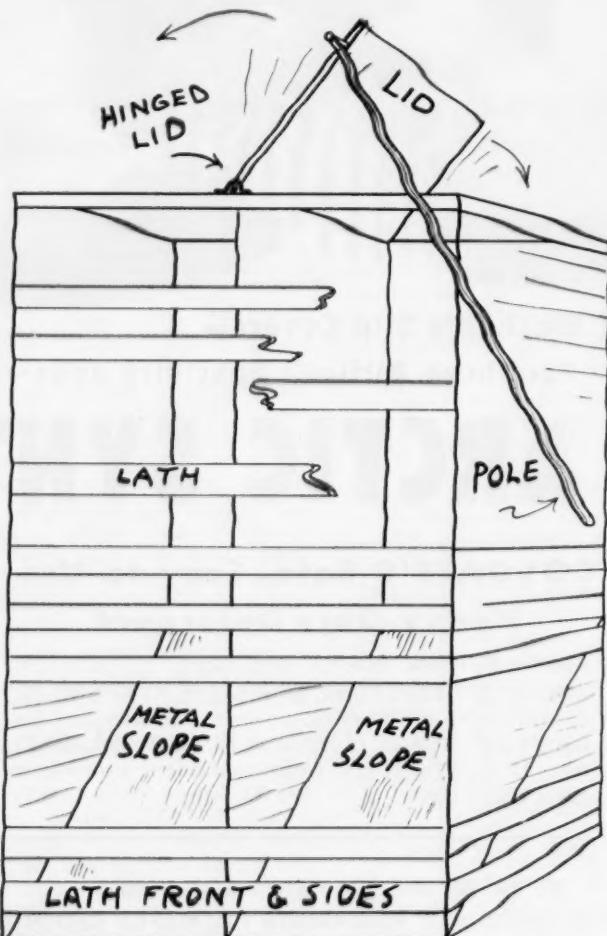
This plant does a terrific volume in shirts. In order to keep them from drying out too much before they reach the finishers, and also to take some of the pressure off the expeditor who must supply the shirt units with work, this launderer has gone to using large-size grocery carts which hold 100 shirts wrapped in a 48-inch square of lightweight plastic. He went a step further and removed the customary damp-boxes at the shirt units, and the grocer's cart of shirts fits into the unit in its place. In this way the damp-assembly girl handles the shirts only once, since she simply loads a number of the carts, covers them with the ends of the plastic sheets, and lines them up in an orderly row awaiting their turn to go to the shirt units.

The smaller basket on the lower level is used to hold finished wearing apparel from the same lot. After the shirts are finished, the wearing apparel can proceed to the other finishing units and go on to the wrappers in a more orderly manner.

A smaller version of these carts

with two smaller baskets, each holding 70 pounds of wearing apparel to be finished, is also in use here.

When not in use these carts nest one within the other and take up very little room.



Lidded Marking Hoppers

The man has your problem of his routemen trying to make every order a "special," both in laundry and dry-cleaning, so he put a lid on his bundle hoppers. One lid, hinged on the partition separating each pair of hoppers, is controlled by a pole which hangs down from the outer edge of the lid. The markers close off the hopper from which work is being taken by using the pole on their side of the hopper, so the routemen can toss work only into the open one.

These bins are closed in with 1-by-4 boards (marked "lath" in the draw-

ing) about one lath apart for proper ventilation. The lower third of each bin slopes toward the front and has a metal bottom so the bundles slide easily toward the opening where the markers remove them.

Six-Compartment Carrier

This launderer, who does a considerable volume of linen supply work, has stolen an idea from the mail-order houses. Instead of letting his order fillers go wandering from bin to bin collecting armfuls of towels,

ALL 5 IN ONE SOUR...

SAFE ON ALL CLASSIFICATIONS
DESTROYS MOTH LARVAE
PREVENTS ROLLING
SANITIZES BETTER

100% SOLUBLE

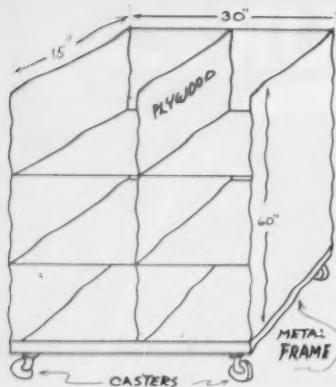


SANI-SOUR

Sanitizes and Neutralizes

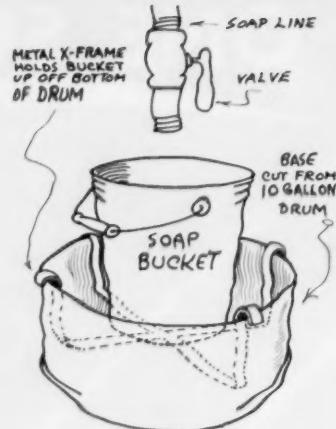
Consult your Keever Sales-Service Man

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO



flatwork, uniforms, etc., and carrying them to the wrappers as the orders are completed, he has built pushcarts with six compartments. Now the girls are able to complete four orders in one trip (the two lower compartments are used in case an order is too large for its respective compartment). They push the compartmented cart along the bins, fill the needs of four different orders at the towel bins, etc., at one stop, and proceed to the next. When the four orders are filled the cart is wheeled to the checkers for wrapping out. You can easily see the savings.

The base of the cart is a metal frame to which the casters are fastened; the rest is plywood. The cart is 60 inches tall, 30 inches wide and 15 inches deep, with each compartment large enough for the average order.



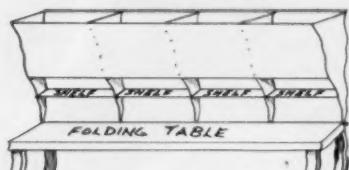
To Prevent Soap Spillage

Like many plants, this one uses built soap piped directly to the washroom, where the washman draws off what he needs in a bucket. Usually such a method results in a certain amount of spillage; the floor becomes quite slippery and accidents happen.

Here this was prevented to a great degree through the use of a portion of a 10-gallon drum which had been cut down and fitted with a simple X-frame. This X-frame sets inside the cut-down drum and holds the soap bucket about 4 inches off the bottom. In case the washman slops any soap out, or if the bucket runs over during filling, the excess soap is caught in the cut-down drum and reclaimed.

drycleaning orders are kept in separate bags to eliminate sorting out at the parent plant.

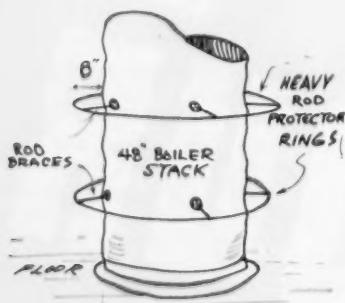
PLYWOOD PARTITIONED HOPPER



Hopper at Folding Table

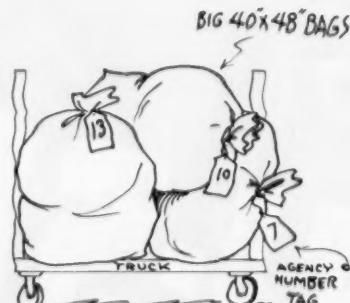
As this operator does quite a bit of linen supply work, there are plenty of barber- and beauty-shop towels to be folded. For greater efficiency in this operation and to keep certain orders segregated, this laundry has rigged up a big four-compartment hopper into which the tumbled towels are placed at the folders' table. Four or more folders can work at one time at this table without getting towels mixed up.

Small shelves set up off the table in the hopper openings prevent towels from spilling out into the table. The hoppers are placed quite close to the tumblers and cut out a great deal of extra handling at this point.



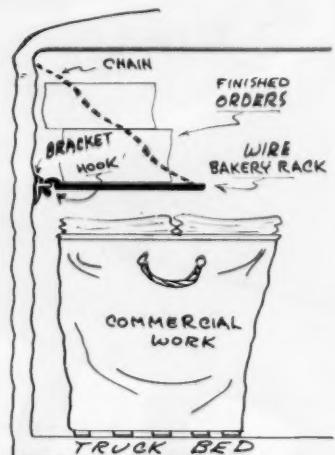
Stack Protector

In this plant the marking department is on the second floor, and the boiler stack comes through the floor at the side of the room. To prevent anyone's accidentally brushing against the stack, it is fitted with heavy metal rod protector-rings held away from it with short lengths of angle iron. (In the illustration I showed the braces to be heavy rod . . . it's a lie, men!) One of the protector rings is about elbow high, while the other is about 2 feet off the floor to prevent baskets and trucks from denting the stack.



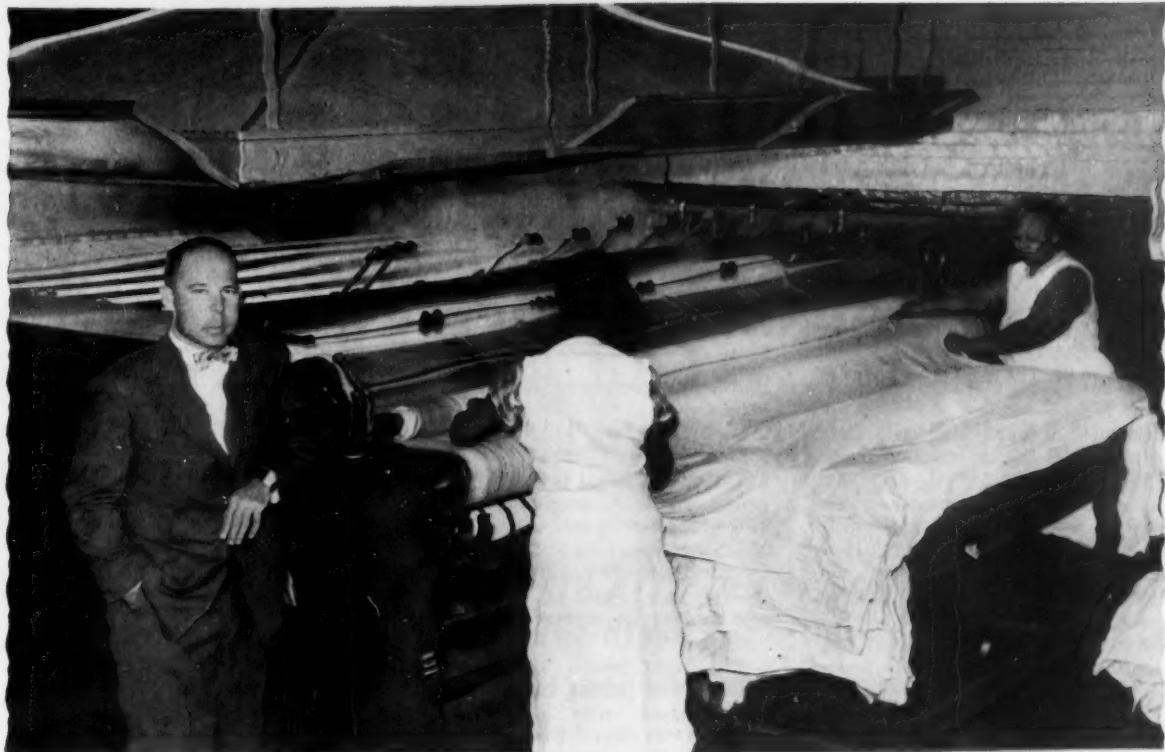
Bags Separate Accounts

Here's one from the same plant which may be standard practice where there are a great many agency accounts handled, but I haven't noticed it before. This plant uses 40-by-48-inch canvas bags, purchased from a used-bag company, to keep soiled bundles from each agency together, thus preventing mixups and the resulting claims. Work is greatly speeded up through the processing since it comes in complete units, with each bag clearly marked by a big numbered tag showing its source and order of importance. Laundry and



Truck Racks for Finished Work

Occasionally finished bundles are handled on the commercial trucks. To keep them from getting crushed by the heavier orders of commercial work some special racks were improvised. These are heavy wire bakery racks hooked into brackets along one truck panel, and held level by lengths of light chain. When the brackets are not in use the hooks are removed, and the brackets hang down along the panel of the truck out of the way of the loading or unloading of the commercial work. □□



Leading New York laundry reports:

Finer finish...customer satisfaction...longer wear with flatwork ironer covers of "Dacron"**

"One big advantage of covers made with 'Dacron' is the fine silky finish they give our flatwork," says Bernard E. Bronk, president of the Central Laundry Service, Inc. "Covers of 'Dacron' give a better finish than any cover we've ever used . . . and that's mighty important from the standpoint of customer satisfaction.

"But that's just one of the reasons we're so satisfied with covers of 'Dacron'. We use these covers on two of our ironers, an American Sylon and a Super Sylon, and they last much longer than anything we've had before. Naturally this durability is very important . . . it means less expensive tie-ups to replace a cover . . . increased production and machine efficiency.

"We've found, too, that the superior heat resistance of 'Dacron' allows covers to take the punishment of continual high temperatures and still give maximum performance. And another thing, wash-overs due to improper ironing are reduced to a minimum with covers of 'Dacron'.

"All in all, long-lived covers of 'Dacron' beat anything we've ever tried . . . and are helping us get an increased, quality production that pays off in satisfied customers."

Covers of "Dacron" polyester fiber last so much longer than conventional materials that flatwork ironer cover costs are reduced up to 50% . . . and the quality is finer. Install a trial set in your laundry . . . see how you start saving money, time and trouble. Contact your supplier or write: E. I. du Pont de Nemours & Co. (Inc.), Textile Fibers Dept., Wilmington 98, Del.

*Trade-mark for Du Pont's polyester fiber

DACRON
POLYESTER FIBER



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



New Hampshire officers and directors, left to right: Donald M. Brown; John S. Gikas; James R. Kelly; Clifford Davis; Richard R. Libby and Hollis E. McBurney

New Hampshire's First

THE FIRST ANNUAL convention of the New Hampshire Laundry and Cleaners Association was held May 8 at the Hotel Moody, Claremont. Approximately 115 drycleaners and launderers were in attendance. This was the first joint meeting since the two industries merged in 1953.

The business meeting was conducted by James R. Kelly of Portsmouth. It was voted that the board of directors should determine whether or not membership would be extended to Vermont and Maine.

Officers elected for 1954-55 are: James R. Kelly, Colonial Laundry,

Portsmouth, president; Clifford Davis, Ideal Laundry, Inc., Claremont, vice-president; Richard R. Libby, Wolfeboro Laundry, Wolfeboro, secretary-treasurer. The board of directors comprises: Hollis E. McBurney, White Mountain Laundry and Cleaners, Inc., North Conway; John S. Gikas, Crystal Laundry and Dry Cleaners, Manchester, and Donald M. Brown, Peoples Laundry and Cleaners, Inc., Milford.

The initial speaker was Joseph A. Robertson of Rutters Laundry, Lawrence, Mass., who elaborated on standard cost control and how owners

of laundries and cleaning establishments can be helped tremendously by an accountant.

Group insurance, as not only a help to employees but definitely a goodwill feature between management and employees, was discussed by Richard J. Brown, Whyte's Laundry, Roslindale, Mass.

Next Winthrop Dadmun, Royl Cleaners & Dyers, Greenfield, Mass., spoke on production. He proposed a system which would enable cleaners and laundrymen to gear their production to what they can actually produce in a plant in a given day.

"A laundry or cleaning man is not usually an advertising man," opened Ralph Daniels, Individual Family Laundry, Haverhill, Mass., in relating his experiences of advertising by a small business. He went on to tell how by eye-catching use of words, characters, humor, stories, a great deal can be done and without excessive cost. He felt that in smaller communities a paper is the best medium for drycleaning advertising although radio and TV have advantages.

Cocktails were followed by a dinner and entertainment.

Meeting in Montana

ALMOST 200 DELEGATES attended the 1954 convention of the Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, held in Missoula, Montana, on May 7 and 8.

Donald Topel, Great Falls, Mont., was elected president of the group. Other new officers are W. L. Templeton, Calgary, Alta., vice-president; Don Hagen, Great Falls, secretary-treasurer, and Jim Robinson, Great Falls, publicity chairman. The following were chosen directors: Ray Benjamin, Lethbridge, Alta.; Bud Begg, Kalispell, Mont.; Raymond Brown, Billings, Mont.; Duke Dover, Lovell, Wyo.; Jack Burton, Medicine Hat, Alta., retiring vice-president, and William F. Howard, Missoula, retiring president.

The business session on Friday included talks by C. B. Kasson, R. R. Street & Co. Inc., on "The Control of the Two-

Bath System Through Conductivity"; William Browne, director of public relations for the National Institute of Dry-cleaning, on "Drycleaning's Third Dimension"; George Isaacson, of The American Institute of Laundering staff, on "Changing Trends and Opportunity," and Ray G. Johnson, Cowles Chemical Co., telling how "Your Washroom Can Help You Sell."

The one speaker on the second day was Bill Boyd, Sanitone Division, Emery Industries, who emphasized the human element in his talk on "The Man in Management."

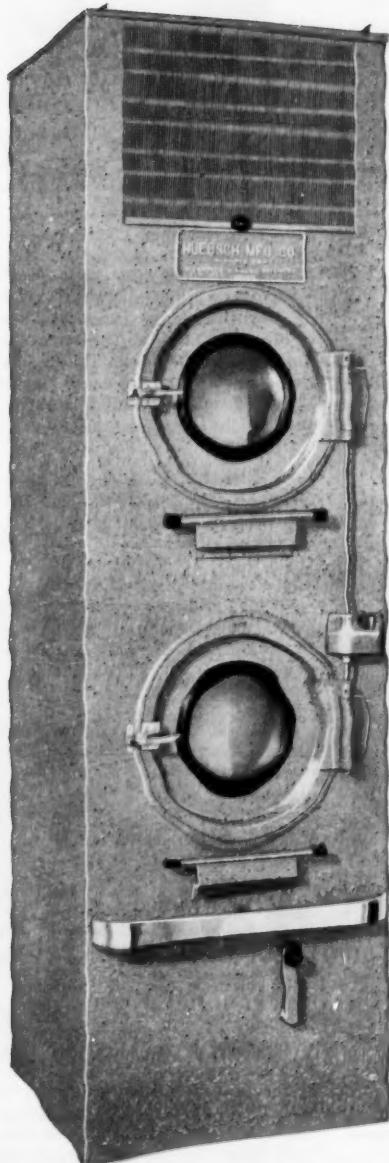
The arrangements committee, headed by Jim Thane, Missoula, retiring publicity chairman, also provided a full program of entertainment, featuring the group's annual seafood dinner and including a wind-up banquet, entertainment and dance.



Montana officers and directors, left to right, front row: Donald Topel, W. L. Templeton, Jim Robinson. Back row: William Howard, Jack Burton, Raymond Brown, Duke Dover and Ray Benjamin

there's **BIG BUSINESS** in small loads!

HUEBSCH TWIN



**Only $27\frac{1}{2}$ " wide...the perfect dryer
for diaper, bachelor, family work
and all small bundles**

For happier customers and a profitable operation, rely on the Huebsch Twin-Cylinder Tumbler for drying your smaller loads. The Huebsch Twin is fast, efficient, economical. Each cylinder has a capacity of 15 pounds dry weight—just right for the average diaper or bachelor bundle. Only $27\frac{1}{2}$ inches wide—yet ruggedly built for years of trouble-free service. Available in steam or gas-heated models. Ask your Huebsch representative for complete details—or write for information!



Easily and neatly arranged in batteries of two, three or more. Pictured above: Little Falls Laundry, Little Falls, New Jersey, uses 30 Huebsch Twin-Cylinder Tumblers.

HUEBSCH MANUFACTURING COMPANY Division of THE AMERICAN LAUNDRY MACHINERY CO.
3775 N. Holton Street, Milwaukee 1, Wisconsin

Inventor and World's Largest Manufacturer
of Open-End Drying Tumblers



IDAH0 FALLS, IDAHO—Earl Nelson has announced a new drive-in station on Eastern Ave. for White Star Laundry and Cleaners.

PORTLAND, ORE.—American Linen Supply Company, 1866 W. First Ave., has purchased new machinery, according to R. D. Pollock, manager.

BLAIR, NEB.—Mr. and Mrs. Al Dickerson have sold Blair Home Laundry to Mr. and Mrs. Ray Faust, owners of the Washerette.

STONY PLAIN, ALTA., CAN.—The Blackburn brothers of Westlock have opened a new laundry and drycleaning plant.

HELENA, MONT.—Herb Goecks has opened Tower Laundromat in the Tower shopping center.

PORTLAND, ORE.—Leonard Fosgren, sales promotion manager of Northwest Industrial Laundry, has been appointed chairman of a salvage drive sponsored by Salvation Army Men's Rehabilitation Center.

PRINCE GEORGE, B. C., CAN.—Superior Laundry & Cleaners, 1233 Sixth Ave., has been incorporated.

MYRTLE CREEK, ORE.—Mrs. C. A. Honstead has announced plans to open a laundry at Front and I Sts. She will be assisted in the operation by her sister, Mrs. Ruby Neptune.

ILWACO, WASH.—Mr. and Mrs. Ed Glover plan to open a laundry here shortly.



LYNCHBURG, VA.—Hill City Laundry and Dry Cleaners has opened a drive-in laundry service. James E. Smith is president of the concern.

DANIA, FLA.—Riverside Laundry and Dry Cleaning, Inc., has opened in its new plant. New equipment has also been installed. Ernest Limmiatis is

president and William S. Erwood general manager of the business.

MIAMI, FLA.—Mr. and Mrs. Joseph L. Heery have bought Wee-Wash-It Laundry, 6401 N. W. Seventh Ave.

MELBOURNE, FLA.—Teddy and Philip Van Egghen have taken over management of Ferguson Laundry, N. Magnolia Blvd.

ST. PETERSBURG, FLA.—Dick Fraze has announced the purchase of Home Service Laundry from Warren,

Bob and John Lassing. The plant is located at 21st St. and First Ave.

PASCAGOULA, MISS.—A fire of undetermined origin destroyed the plant of Southern Laundry and Dry Cleaning Company. Harry F. Wright, Sr., president, estimated the loss at \$75,000.

GREENVILLE, S. C.—The Association of Laundry and Dry Cleaners of Greater Greenville has elected the following officers: D. H. Touchberry, president; W. R. Brown, vice-president, and Bob Welborn, secretary-treasurer. Directors are B. Jack Foster, R. B. Thoma-

Production twins

for the MECHANIZED LAUNDRY!

Flexible TROUSER FORM

Time costs go 'way down when you switch over to Leef Flexible Forms. This pedal-operated Trouser Form exerts only seven pounds pressure from cuff to crotch—just enough to bring the leg to the original size and shape. Measuring is unnecessary, and your customers will appreciate the open legs. Teams up well with a Leef Pocketeer, 51 Press for finishing and Mushroom Press for topping.

Flexible OVERALL SLEEVER

Next to the Trouser Form, the Overall Sleever is in greatest demand. That's because it puts your overall and coverall work on a really profitable basis. It dries and conditions sleeves for the press . . . cuts down time involved in lays . . . and delivers garments with sleeves open.



Ask your Jobber . . . or
Write for Illustrated Bulletin

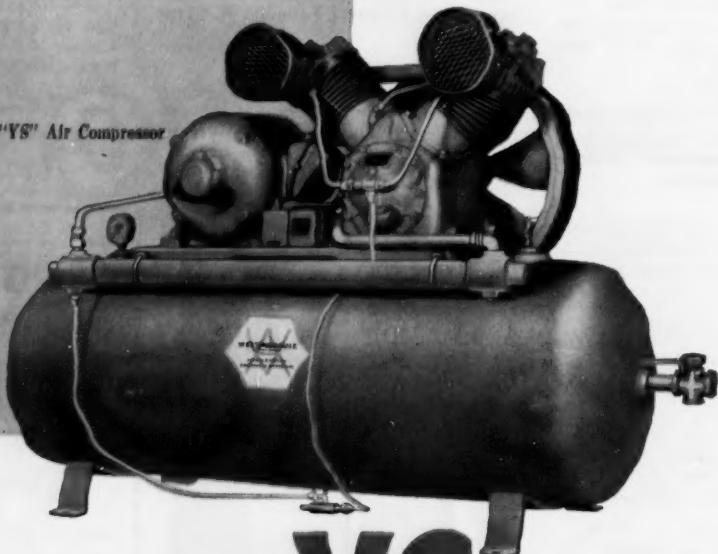
BROTHERS, Inc.
205 IRVING AVENUE NORTH
MINNEAPOLIS 5, MINNESOTA

Leef

Your air is always

clean and dry

Westinghouse "YS" Air Compressor



with a Westinghouse **YS** Air Compressor

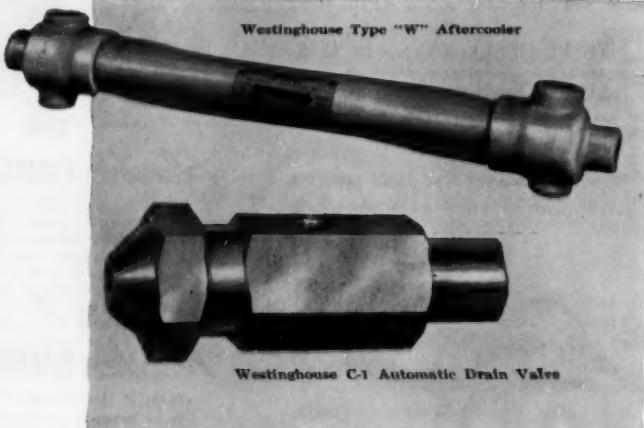
• Dirt never gets a chance to enter a Westinghouse "YS" Air Compressor—big intake filters shut it out of the system. Furthermore, the Type "W" Water-cooled Aftercooler condenses any moisture in the air discharge, and the C-1 Automatic Drain Valve removes the water from the tank.

Westinghouse "YS" Air Compressors come in five sizes ranging from $1\frac{1}{2}$ to 10 hp. They feature: *controlled pressure lubrication . . .* oil is fed under constant pressure to moving parts; *low oil level protection . . .* air cannot be pumped until the oil is at the proper level; *positive starting unloader . . .* loading will not start until the motor has reached its rated speed. Added protection—all Westinghouse Air Compressors are pre-tested at the factory.

Your Westinghouse Air Compressor distributor can help you select the exact "YS" Compressor to meet all your laundry needs. He has a complete stock of compressors and accessories, and a well equipped service shop. Call him. He's listed in the classified section of your telephone directory under Air Compressors.

NEW MOVIE AVAILABLE entitled, "AT THIS MOMENT"—showing a vivid story of modern railroad progress. Length 26 minutes, on 16 mm color sound film. For use of film write: United World Films, Inc., 1445 Park Ave., New York, or Association Films, Inc., 347 Madison Ave., New York.

Westinghouse Type "W" Aftercooler



Westinghouse C-1 Automatic Drain Valve


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son, Ernest Pittman, Carl Meyers, Mahlon Pope, Jack Maroney and Raymond Briggs.

FT. MYERS, FLA.—Local motor-court operators were recently taken on a tour of Prather's Laundry, owned by Frank Prather.



BLOOMINGTON, IND.—Clarence Wahl has purchased Bloomington Laundrette at 301 S. Washington.

COLDWATER, MICH.—The May meeting of the Southern Michigan Association of Industrial Laundry Managers was held at Coldwater State Home and Training School. Andy Corthran of Elgin Softener Corporation was the main speaker.

IRONTON, OHIO—Mrs. Paul A. Penotte has announced plans to open Paul's Laundromat at 1023 S. Third St.

BEDFORD, IND.—Mr. and Mrs. Tilford Montgomery have remodeled Stone City Laundry & Dry Cleaners plant on Stalker Ave. They are planning to hold open house.

WATERLOO, IOWA—Sibert's Laundry and Dry Cleaners, Inc., has been incorporated by John Riley and Frank H. Howe.

HAVANA, ILL.—C. F. Chapman, owner of Havana Nu-Way Laundry, has announced the purchase of Cook's Laundry at Canton, Ill.

MASON CITY, IOWA—Announcement has been made of the merger of Ideal American Laundry and Cleaners, of which Lloyd A. Peck is president, and Lyons Launderers & Cleaners, owned by Roger Lyons.

BENTON HARBOR, MICH.—Empire Launderers and Cleaners has opened a third store, at U. S. 12 and Baldanza Ave., in Euclid center. Christy Blough, Jr., is the owner.

INDIANAPOLIS, IND.—Houchen's Help-Yourself Laundry, 600 S. Walnut, has been sold by Mr. and Mrs. Tom Houchen to Mr. and Mrs. Leslie Henson.



S E R V I C E

Often the difference between the success or failure of a business lies in the service that it is able to give customers. **UTILITY** for '54 is designed with service in mind from start to finish. One of the worksaving features that means faster, more efficient service is the low (actually the lowest in the industry) front and rear bumper step-up for loading and unloading. Wider doors are another factor in quicker delivery, while the curved windshield affords 180° vision for safety. Easy access to engine and chassis because of the unique Utility design sharply reduce service costs, another Utility feature! **UTILITY** will do the job better and with lower maintenance costs.



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Cleaning Section

How Staub Improved Wool Finishing Efficiency

New equipment, revised layout sped production
and lent flexibility to the finishing process

By HENRY MOZDZER

THE SPECIALIST has no place in the finishing department. Using this as the basic premise, Walter Reinhard, vice-president of Staub & Son, Rochester, New York, recently reexamined the wool finishing department with an eye toward making it more flexible and more efficient.

The case against the specialist is not a new one. His particular talent is of value to the operation only so long as his specialty item is coming into the plant in steady and sufficient number. But during those quiet periods, his skill may be all but valueless.

Under the new setup at Staub's there are no sacred cows in the wool finishing stable. While there are still divisions and a certain amount of specialization within the department, it is now possible for the entire department to press the same class of garments at the same time without changing work stations. That is, the whole department can be finishing trousers or coats or whatever there is a great abundance of without moving from their units. Thus, it would seem that in reality all the advantages of specialization have been retained while the disadvantages have been minimized.

This condition was brought about as a result of the following changes which were inaugurated early this year:

1. Replacing foot-operated equipment with air-operated equipment.

2. Adding and standardizing equipment.

3. Abandoning straight-line production in favor of unit finishing.

4. Revising the workflow pattern.

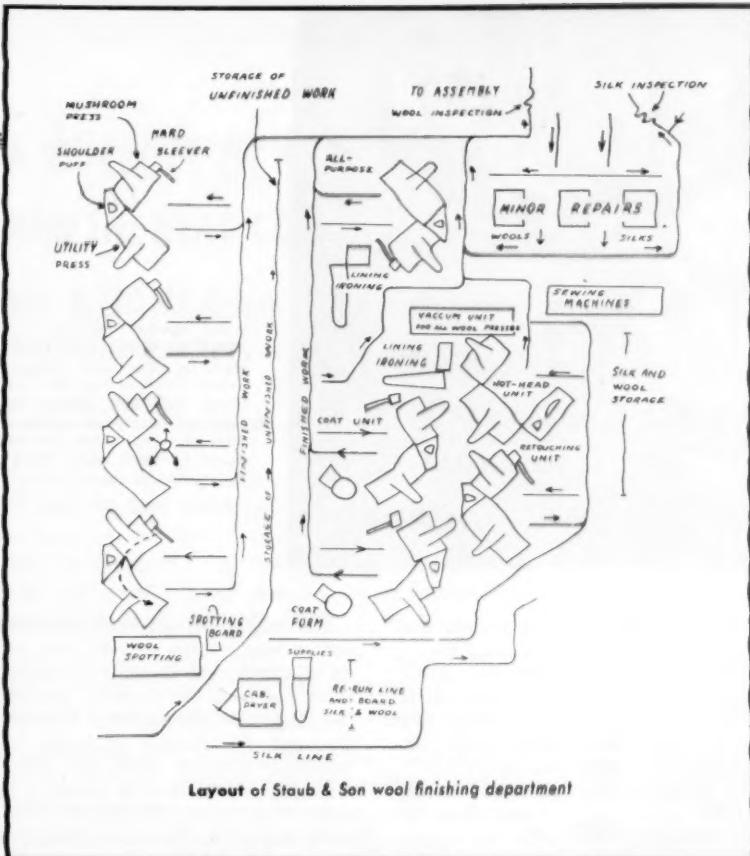
The end result of all these changes has proved beneficial to labor and management alike. For example, with air-operated equipment the finisher finds the work less tiring, enabling

him to produce more and, at the same time, earn more. For management the increased production means better utilization of equipment and machinery with an attendant decrease in the cost per finished unit.

The air-operated equipment alone is responsible for a healthy share of the gains. A comparison of production figures for the two months preceding



Standardized wool unit includes hard steever, mushroom press, shoulder puffer and utility, which finisher operates in counterclockwise order. Presses are air-operated



and the two months succeeding the press change indicates a jump of from 7 to 10 percent.

While it is more difficult to isolate and measure increases resulting from some of the other changes outlined

above, management feels that the production capacity has been increased to the point where no extra help will be required to get the work out during the busy season. The wool department is still comprised of 11

The finishing operation is the most time-consuming process in the plant. It is also one of the most expensive. Normally, finishing labor costs in the typical plant account for approximately one-third of the total productive labor cost. It is readily apparent, therefore, that the efficiency of this department has an important relationship to the profit margin.

Basically, there are two ways to increase the efficiency of any operation: One is to improve the operator and the other is to improve his facilities.

The story of Staub & Son tells how one plant met this problem successfully. Owner Raymond Staub is a former president of the National Institute of Dry-cleaning.

finishers and one supervisor. Together they currently turn out between 8,000 and 9,000 wools per week (piece count).

Before the reorganization, it was easy to see how delays might occur when there were two operators for every mushroom press and "hard sleever." Today each finisher has his own four pieces of equipment to himself. These include, in addition to the two mentioned above, a utility press and a shoulder puff.

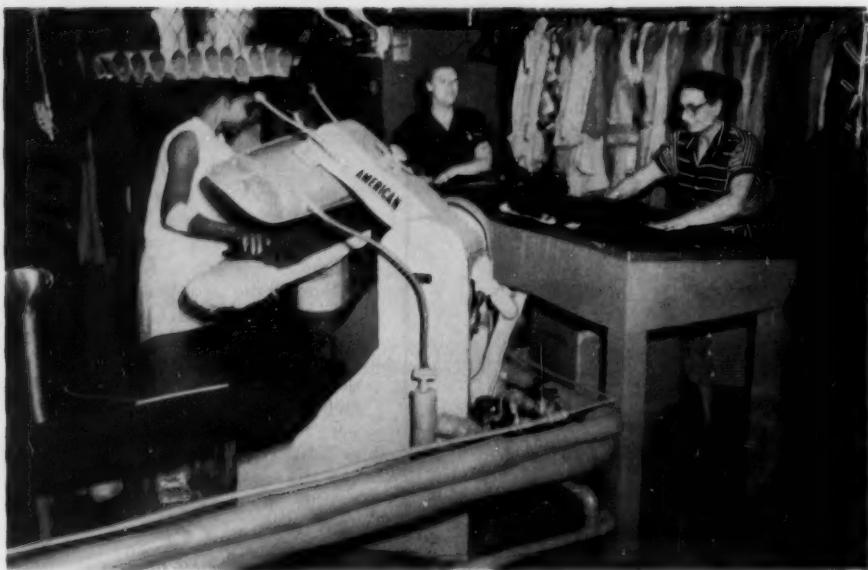
With the possible exception of the hard sleever or utility steamer, most of this equipment is a familiar sight in present-day plants. Staub's has been using the hard sleever for years and finds this item particularly handy for knocking out hard creases, finishing coat sleeves, etc.

This basic equipment is identical in every case with the exception of the raincoat unit which employs the hothead press. Each of the two coat units contains a coat steamer in addition to the basic equipment.

Such standardization has several effects: (a) it contributes greatly to the department's flexibility, since almost any sort of garment can be finished on any unit; (b) the change-over can be made quickly and without the necessity of reshuffling personnel, (c) it serves to simplify the maintenance task and does not require keep-



Flexibility of units enables entire department to process one type of garment at the same time. Shutting off coat steamer converts coat unit to standard unit ready to handle trousers, skirts, etc., without shifting the operator.



Wool spotter inspects and hangs garments. Sewers formerly checked each garment before finishing but this was found inefficient. Spotter has spotting board and cabinet drier close at hand. No believer in small lots, Staub's handles two a day

ing a wide variety of replacement parts in stock.

The benefits of switching from straight-line to unit finishing are obvious. When the units had been aligned in a row, the operator was obliged to do a lot of walking as he shifted the garment from press to press. The present arrangement puts all the necessary equipment at the operator's fingertips, reducing walking to a minimum.

Each unit is arranged in an L-shaped pattern with the utility press forming one leg, the mushroom press and hard sleever the other, with the shoulder puff at the intersection.

This arrangement was deemed most satisfactory in this plant since it made the most effective use of the space available, simplified the piping hook-up and produced the least amount of clutter.

The workflow

The wools leave the cleaning room in hampers which are pushed just across the aisle to the wool spotter. The spotter inspects every garment and hangs the passups on the slickrail. Those garments requiring spotting are set aside and the "easy" spots are later attended to on the spotting board, which is located next to the inspection table. The "hard" stains, such as oil, paint and grease, go to a nearby spotting unit which handles rerun wools and silks.

From the spotter, the wools are pushed down the slickrail by the roving supervisor. The supervisor assigns the garments to the finishers, lifting the garments the short distance from the rail to the unit. As the work is finished the supervisor inspects and

tallies the completed garments and pushes them on to the finished line.

Trousers, skirts, dresses, etc., go directly to the final inspection point, while coats make an additional stop at the lining-ironing unit. Cords, raincoats and garments requiring retouching go to separate units. Eventually all the completed garments merge at the final inspection point.

The sewing department was formerly located between the cleaning room and the finishers but in the revised layout it was decided to place it after the finishing process. The primary reason for the change was this: It was found that three and four sewers were formerly required where two now serve the same purpose. This is attributed to the fact that the inspection of each and every garment before finishing took a lot of time—time which could be more profitably spent in sewing. Every garment is still inspected but not by the sewers.

Employee relations

Before revamping the department, management met with the employees involved and explained why the change was being made and how it would affect them. One of the major problems in a transition of this sort is, of course, employee wages. Management solved this problem readily by guaranteeing the employee an hourly wage which was the average of the piecework rate he earned for the two months preceding the reorganization. This worked out satisfactorily and the change was made with a minimum of confusion and lost tempers, despite the fact that revamping of the entire department took almost two months to complete.

The guaranteed wage was continued until it was felt the operator had become accustomed to the new equipment. Realizing the danger of production stagnation, management then encouraged the finisher to strive for higher productive goals by introducing a point system of payment in place of the piece-rate system previously employed. This move had also been explained before the reorganization.

Known as the Halsey Premium Plan, this system assigns a point value to each item handled by the department. Thus, the point value of a pair of trousers would be rated as 4.5; trenchcoats 12.5; skirts 3.0; pleats .5, and so forth. The hourly production rate expected on each item can be determined by dividing the point value into 100. By way of example, the expected hourly production on trousers is 22.2 while the expected rate for pleats is 200 per hour.

Each operator is provided with a mimeographed production sheet and the supervisor fills in the number of each type of garment completed as he inspects them. At the end of the day the supervisor multiplies the number of items by their point value, totals all the points together, and divides the sum by the number of production hours to find the average points per operator hour. This determines the bracket the operator comes under and what his hourly rate of pay will be.

The plan lends itself to the flexibility idea for it is possible to keep an accurate check on the productive output of every finisher regardless of the type of garment he's working on. At last report, every finisher was able to top his former piece-rate wage. □□

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New ACECO Air-Driven Press gives you fine pressing faster . . . the natural way!

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Aceco also makes a fine foot-operated dry cleaning press. Both air-driven and foot-operated Aceco Presses are furnished in Utility, Mushroom and Pants Leg models, either air or steam vacuum.

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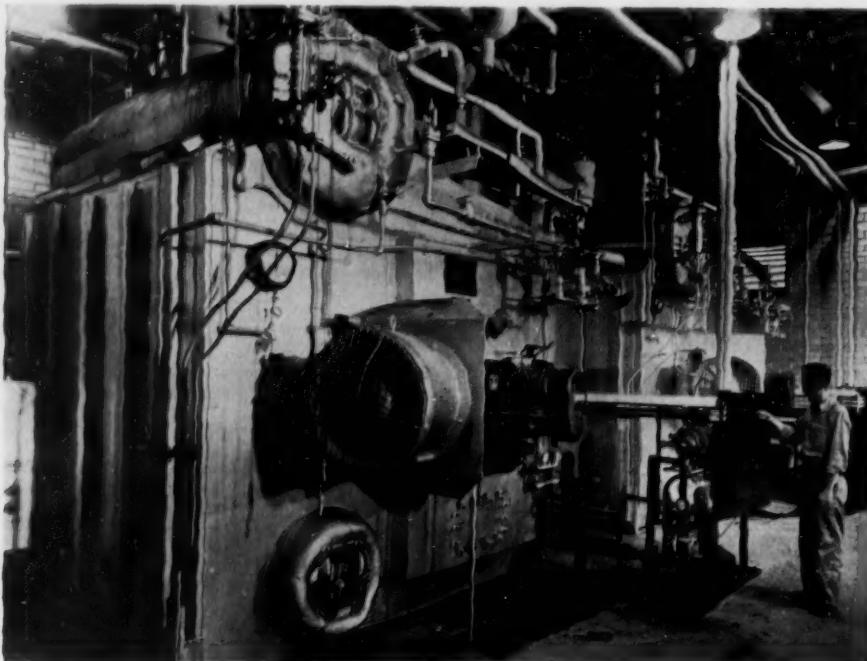


Figure 1. Packaged watertube boiler

How To Select a Packaged Watertube Boiler

Field tips aid in making correct choice

By JOSEPH C. McCABE

FULLY INTEGRATED, plant-assembled, packaged watertube boilers (Fig. 1) are riding the wave of a demand that's been steadily growing since before World War II. As more and more manufacturers come into the field you can look for a greater number of basic differences in design features. But low maintenance, benefits of easy servicing, and high availability need and should never be lost.

One early authority in the packaged watertube boiler field tells us that his first-hand dealings with operating and consulting engineers have

revealed an apparent confusion in several items ranging from boiler details to proper selection of auxiliaries. The confusion points that stand out are those contributing to low maintenance, such as the number of burners that should go into the boiler, the number of manholes per drum, the furnace wall and roof construction, the baffles in the main boiler-tube bank, whether burner registers should be hinged and access doors put into furnaces, how many soot blowers, even the form of operation and combustion control.

Burner Selection: When you're picking a packaged watertube boiler for laundry service—that is, when most of the steam you make goes for production needs—or even if you are producing power as well as heating, the number of burners you want for your particular boiler should be decided by these factors: (1) range of firing (how low does your steam load drop and how high does it reach); (2) firing rate; (3) uninterrupted steam supply (is it vital that you maintain a supply of steam at all times); (4) type of fuel slated for

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FOR INSTITUTIONAL,
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WHEN it comes to downright savings and benefits, there's nothing like sparkling clear soft water from an Elgin Water Softener. Soap, soda and bleach costs are reduced as much as 75%. Fabrics are washed clean and snowy, and with the gentle care of soft water their life is increased 20% to 50% according to actual records. Lasting good will, promoted through attractive soft water laundering, is a truly worthwhile extra dividend too.

The Elgin is the only softener that gives you the exclusive "Double-Check" design which provides up to 44% more soft water per regeneration than others of equal size utilizing the same type zeolite. Costly zeolite loss is prevented too. With all types of zeolite, and with manual, semi-automatic or fully automatic models from which to choose, there is an Elgin to meet any need — any budget.

How to get 3 to 10 times more soft water from your present water softener

By simply equipping your present water softener with a "double-check" manifold arrangement, its zeolite capacity can be increased as much as 44%. But this, mind you, assumes the same kind of zeolite. If, as in so many cases, your zeolite is the old ineffective type, total replacement of it with Elgin high capacity zeolite may step up your soft water output three to ten times.

Write for Bulletin 607
or let us have our nearest representative call

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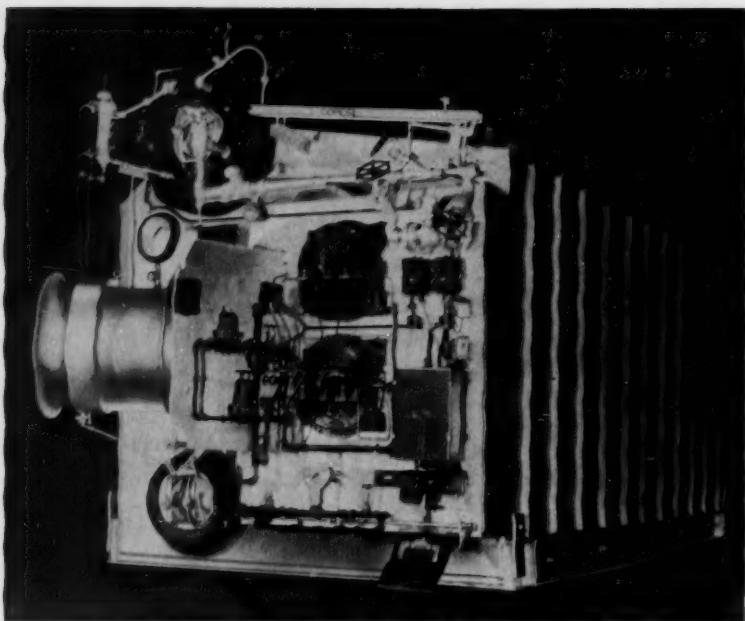


Figure 2. Twin-burner boiler

the burner (gas or oil); (5) combustion control (how do you plan to turn on and off or regulate your burner operation).

A mechanical-pressure, steam-assisted atomizing burner gives the greatest firing range when you're burning fuel oil. It handles heavy-grade, residual fuels in first-rate fashion without undue oil pressure or atomizing steam consumption. Coupled with the proper combustion control (what the

experts call fully modulating, not a high-low or automatic off-on operation) this burner provides firing ranges of 8 to 1.

But in addition to this desired wide firing rate you must consider flame shape, and particularly how it applies to the physical dimensions of the packaged boiler you're buying. Rail-road shipping dimensions pretty much regulate packaged-boiler height and width. A comparison of the furnaces

of several watertube packaged steam generators indicates all have about the same widths and heights. With such a rigid limitation on furnace width your burner selection ought to be one in which the flame shape does not impinge on boiler sidewalls.

You can get burners that give a narrow (small included angle) flame cone, but combustion efficiency suffers from poor, ineffective air mixing. The narrower the flame angle, the greater chance that air will not break into the fuel stream but rather bypass it with a resultant low combustion efficiency.

We know of operating engineers who have suffered a loss of steam production when they've changed oil burner tips for higher firing rates or have had to replace dirty atomizers. A fouled burner inevitably shows up at high steam loads. Along this same line, loss of a burner on a single-burner unit because of unforeseen accidents means shutdown. A 2-burner selection (Fig. 2) insures against this problem.

Manholes: While we're on the subject of servicing, let's look at the selection points for manholes. In all instances, packaged steam generators are longitudinal designs ranging in length from 8 to 23 feet, depending on boiler capacity. Boilers with two manholes per drum permit ventilating by fans, which cools the boiler drum faster and allows a speed-up in cleaning, inspection or servicing not possible with a single manhole. The

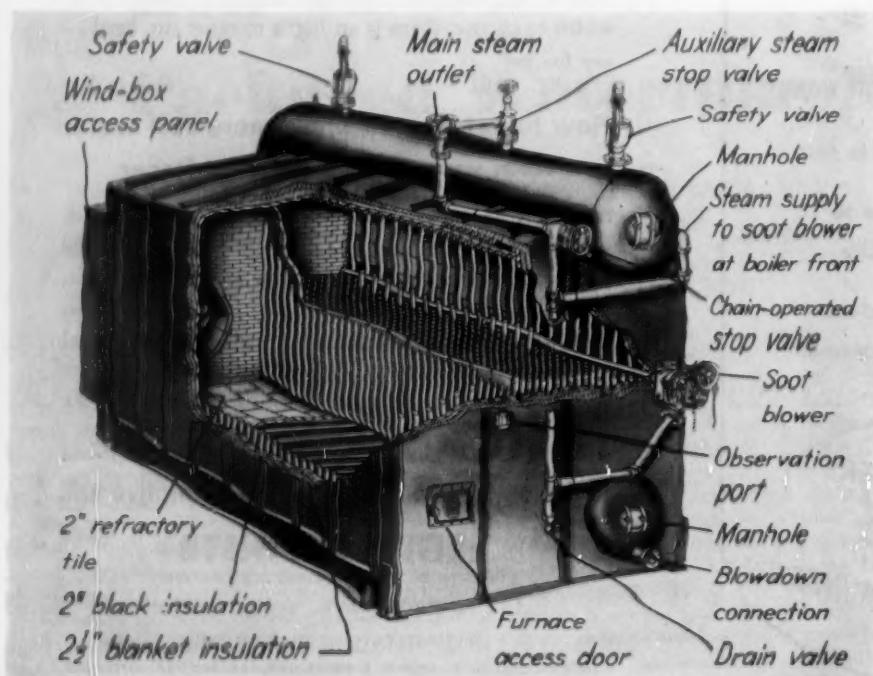


Figure 3. Materials of proper type, adequate auxiliaries give working boiler of high availability, long service life

traps pay laundry double dividend



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BETTER DRYING

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2. For the first time, work came off the ironer **DRY**.

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Yarways are designed to get equipment hotter sooner and keep it hot!

Other features that users like are *small size, easy installation, low maintenance, stainless steel construction, good for all pressures, low cost . . . and helpful, convenient service from Yarway trap engineers.*

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YARNALL-WARING COMPANY, 128 Mermaid Ave., Philadelphia 18, Pa.

YARWAY the steam trap
designed with more production in mind

Auxiliaries and Construction—Selection Points

Refractory and insulation should be top grade. Ask supplier for detailed list of materials for each specific wall.

Forced-draft fans should have reasonable safety factors and overload capacities. Look for type designation of fan, motor rating, volume and static pressure data to guard against large connected motor loads, excessive draft losses.

Valves, fittings, trim cannot be all the same material. See that the boiler manufacturer states size, type, catalog number and manufacturer when listing valves so you avoid bronze or

cast-iron selections where their service may be questionable, as in the feedwater line.

Soot blowers. Check closely so you know whether you're getting valve-in-head or revolving designs. See, too, that soot-blower head material, cast iron or steel, is definitely specified.

Instruments, panels. Be sure you get the basic instruments of draft gauge, steam flowmeter, flue-gas temperature indicator, steam-pressure, inlet fuel pressure and temperature gauges. Study all extras fairly closely as to whether their advantage outweighs their maintenance.

small additional cost pays for itself many times during equipment life.

Access Doors and Registers: Design engineers usually prefer to hinge the burner registers so you can get at the register flights and the oil-burner diffuser elements without tearing apart any of the mounting to the front of the boiler. We feel this hinged construction is a desirable feature. The same idea carries over to access doors and they, too, should be hinged and refractory-lined. Where openings have been used as access doors servicing costs, according to field reports, run high.

Construction details

Packaged steam generators are highly competitive. You'll find, as a rule, that recognized manufacturers pretty much provide units that give satisfactory operation under normal conditions. We feel, however, that good design requires consideration of conditions beyond normal control. Industry shares this feeling and expects a high availability from these packaged boilers. As such we recommend first-quality fire-clay tile as waterwall backing to give safe operation in a tube failure.

Bureau of Yards and Docks, U. S. Navy, covers the above point in its recommendations for military purchases of packaged watertube steam generators in this way: "Refractory behind waterwalls shall be of a quality and construction that, in event of watertube failure, no damage will result to refractory, insulation or casting."

piping. Drain valves ought to be supplied so all condensate can be removed before using the soot blowers. If you run into a packaged boiler requiring soot blowers over 18 feet, we suggest you install shorter blowers from both ends of the boiler.

Valve bypasses are another valuable item that engineers believe should be made a part of every bid. In order of importance they rate these points as most in need of bypass protection: (1) feedwater-regulator control valve; (2) fuel-control valve, gas or oil, or combination; (3) atomizing-agent control valve. What's more, they prefer that valves be plant-assembled, piped and mounted to eliminate field labor. In some instances, as in large-sized valves and piping used for gas or feedwater control, or both, for high-pressure units, they may be plant-assembled and removed as an assembled unit for railroad clearances. Then you can reassemble at the job site.

Operation

All too often both consultants and operating engineers find form of operation badly confused with form of combustion control. But they are distinct and separate. Operation may be manual, semi-automatic or fully automatic. Combustion control, on the other hand, can be the automatic regulation of the combustion components with any of the three choices of operation.

For industrial installations a qualified operating engineer is practically mandatory. Controls cannot take the place of a competent engineer. They

Automatic vs. Semi-Automatic

Check List for Selecting Packaged Watertube Boilers

Q: Is there a heating load needing operating pressure at 15 p.s.i.g. or lower on week ends with no engineer in attendance?

A: Yes. Use fully automatic.

Q: What is load type? Will wide operating range (about 8 to 1) prove best?

A: Yes. Use semi-automatic.

Q: Is an engineer in attendance?

A: Yes. Use semi-automatic.

Q: Will peak boiler load reach or go above 20,000 pounds per hour?

A: Yes. Use semi-automatic.

Q: Would it pay to avoid boiler shutdown through burner accident or fouled tips by having more than one burner?

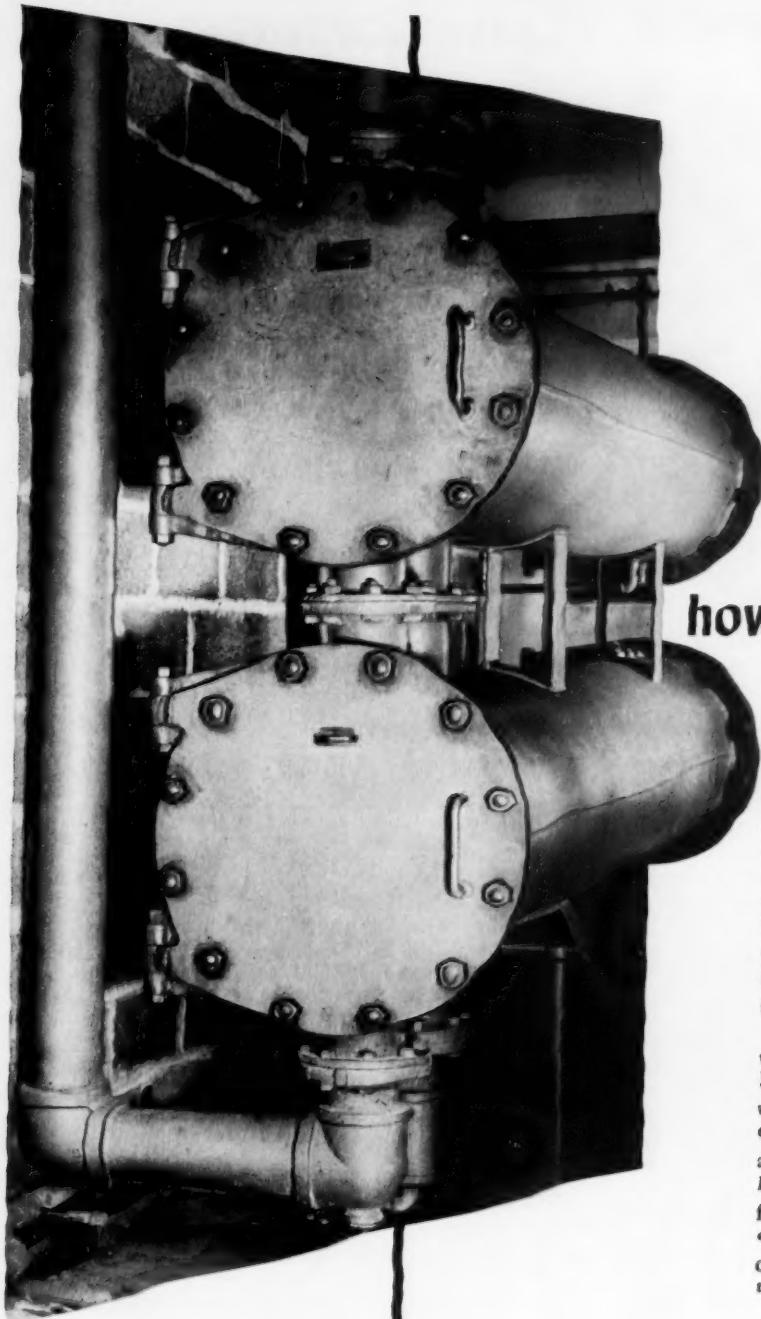
A: Yes. Use semi-automatic.

Q: Is load a representative industrial one—that is, above 15 p.s.i.g.?

A: Yes. Use semi-automatic.

Q: Is load intermittent, with periods of little or no steam requirements, maximum capacity below 20,000 pounds per hour with boiler room left unattended for considerable periods?

A: Yes. Use fully automatic.



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(based on fuel oil at 7 cents per gallon) are reported by the modern
Crescent-Puritan Laundry and Dry
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Sure savings can be yours by putting hot, waste water to further use. But you can't be sure of these savings until you install efficient **p-k** reclaimers. Their cost is rapidly offset by assured savings. Why pour heat dollars down the drain? Get full information on **p-k** heat reclaiming, dollar saving equipment now. A postcard sent today will pave the way for tomorrow's savings.

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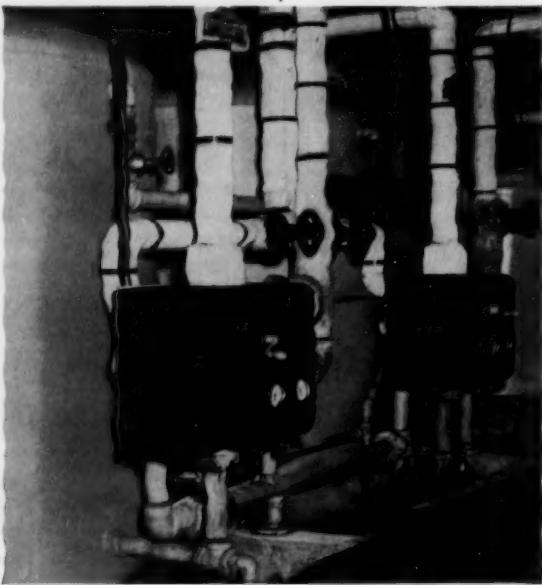


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June 15, 1954

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For 4 years it has backwashed, regenerated and returned to service automatically.

Attendance Cost—None
Economical—"100% PLUS"

And today you can have a Fully Automatic Inversand Water Softener for little more than the cost of a manual unit.

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or Conversions of Your Present Units—Write or Call Us—
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are meant to produce efficient operation at minimum cost under various load conditions. Even though packaged units carry automatic devices to start, purge, recycle with automatic restart, ignite and so on, you still need a good operating man.

With possibly one exception, watertube and firetube packaged boiler manufacturers employ rotary-cup burners, approved by the Underwriters' Laboratories, Factory Mutual and similar agencies. Boiler units, not including approved firing equipment, when designed for automatic stop and start have to be examined and approved at the installation point. Control systems that do not bear type approval must employ component parts passed by the Underwriters' Laboratory or Factory Mutual.

Steam generators with capacities up to 20,000 pounds per hour, working pressures up to a 300-p.s.i.g. maximum, and with a single rotary-cup burner approved by Underwriters' Laboratories, usually operate fully automatically with full combustion control.

Full combustion control, usually electrically run, supplies these functions: ignition, purge, pre-ignition trial run, low fire start, flame-failure protection, shutdown on override pres-

sure, recycle and start, operation at any pressure at or below-design pressure.

This last operating factor at reduced pressure is an important one. Small plants working at high pressures for the normal five-day run find a fully automatic-controlled unit capable of lower-pressure service highly desirable for week-end heating loads. Many states, in fact, with this form of equipment permit lower pressure heating service (below 15 p.s.i.g.) without an attending operating engineer. But you can't use a burner where steam at 50 p.s.i. serves as the atomizing medium for pressure duty below 50 p.s.i.

Semi-automatic combustion controls work well on fully-automatic-operated, packaged steam generators with these characteristics: (1) all capacities within listed limits of packaged designs; (2) pressures limited only by the unit design; (3) initial start-up by manual means. For best results you want the burners, single or multiple, to have wide-range controls (about 8 to 1) so the boiler can run continuously without frequent stops and starts, and accompanying heating and cooling losses.

Further, you get best results with a fully modulating control with an

inertia stabilizer. This form of modulating control has a responsiveness and sensitivity that can't be matched by less expensive high-low, on-off controls, occasionally designated improperly as modulating equipment.

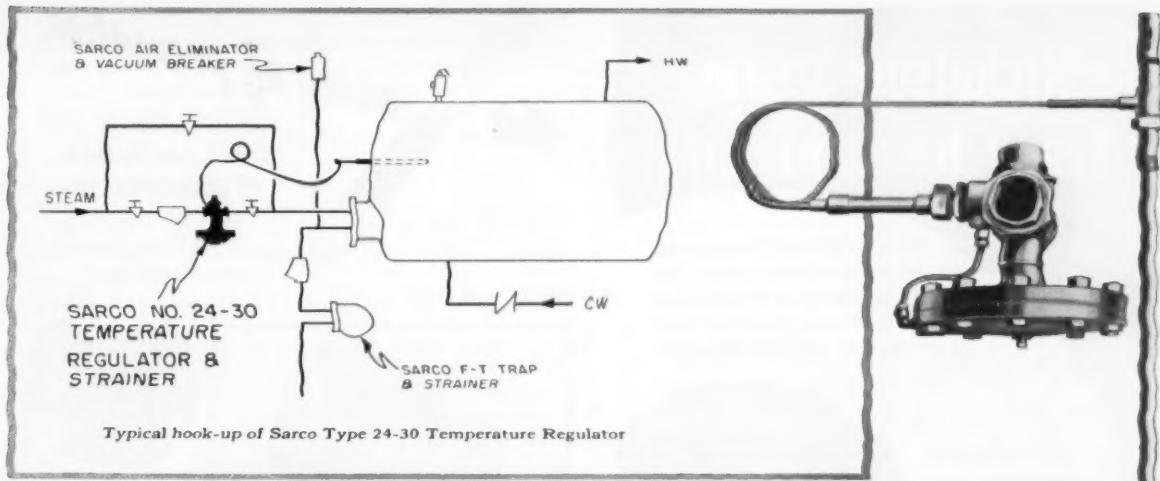
The semi-automatic unit just described provides all similar features of an automatically operated and controlled steam generator except automatic ignition and recycling (restarting). But you do get the advantages of greater over-all efficiencies, lower maintenance and higher availability.

Ignition: The fully automatically controlled and operated boiler (up to about 20,000-pounds-per-hour capacity) has to have an automatic ignition as part of the basic functions of purging, low fire start, and so on.

However, for the industrial installation employing semi-automatic units there is a choice of ignition methods—a torch of saturated waste, a gas torch, a manually operated gas-electric ignition tied into a flame-failure circuit.

The inexpensive saturated waste torches, in use for years, work well enough, except that they do dirty up the firing aisle. A gas torch does a similar job in a much cleaner way.

The manually operated gas-electric ignition system, with its electrical in-



HOT WATER...in your storage tank ...when you want it...and at minimum cost!

That's the performance you get when this Sarco Temperature Regulator stands guard on your water heater.

With fuel representing about 50% of your total direct power costs, it's important that you get hot water at lowest cost per wash.

Here's how the Sarco 24-30 Temperature Regulator does the job:

NO OVERHEATING — during periods of no draw-off. The single seated valve shuts tight, prevents creeping of temperature.

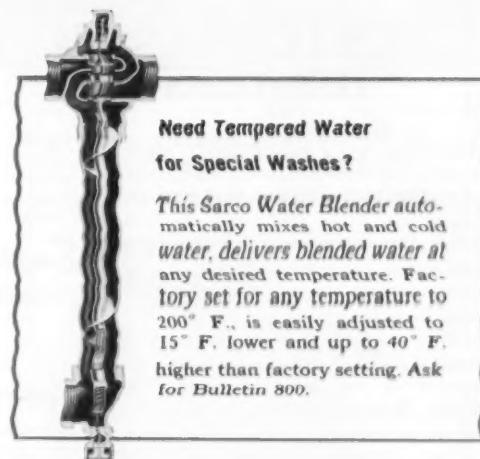
LOW INSTALLATION COST — the T R 24-30 is self-contained and self-operated, no need to install compressed air or electric lines.

CLOSE TEMPERATURE CONTROL — thermostat actuates internal pilot valve which immediately opens or closes main valve.

LOW-MAINTENANCE PACKLESS SEALS — trouble-free design eliminates stuffing boxes, no repacking, no sticking or leakage of exposed valve stems.

WIDE RANGE OF ADJUSTMENT — you can adjust this temperature regulator 25° higher or lower than the temperature setting.

So, if you're not satisfied with your hot water service, call your local Sarco representative or write for Bulletin 600, Sarco Company, Inc., Empire State Bldg., New York 1, N. Y.



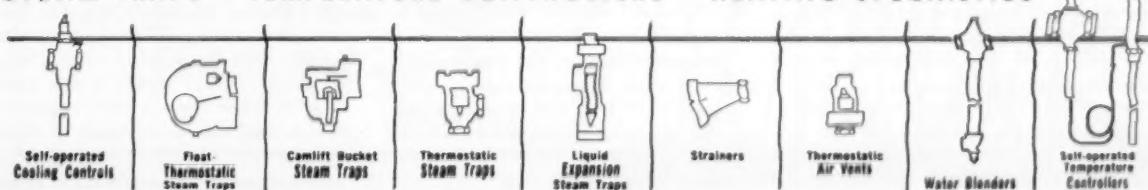
SARCO

SAVES STEAM

improves product quality and output

2046-C

STEAM TRAPS • TEMPERATURE CONTROLLERS • HEATING SPECIALTIES



New

Nicholson Steam Traps for Laundries

Send for
Bulletin 351

This new Nicholson trap was designed for laundries, dry cleaners and other users of small equipment. Type D effects the same faster heat-up, and the higher and more even temperatures which have made Nicholson's larger-size thermostatic units among the most widely adopted traps in industry. For ironers, presses, dryers, water heaters, space heaters. $\frac{1}{2}$ " to $\frac{3}{4}$ "; press. to 200 lbs.

185 Oregon St.,
Wilkes-Barre, Pa.

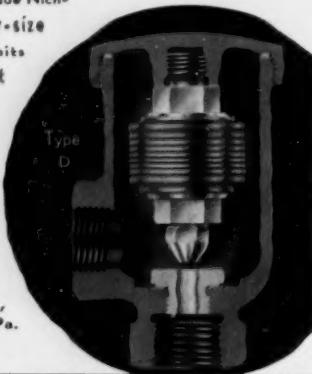
W.H. **NICHOLSON** & CO.
TRAPS • VALVES • FLOATS

terlocking to a flame-failure safety circuit, has become increasingly popular. During starting cycles an automatic timer or foot-treadle switch holds the flame-failure circuit open while the transformer and gas solenoid valve of the gas-electric system stay energized.

The combustion controls on these semi-automatic designs may be actuated by electric, pneumatic or hydraulic means. They may be modulating-positioning or modulating-metering. Properly arranged, all forms give equivalent performance. Some systems offer a combination of electric-pneumatic or electric-hydraulic, and employ the electricity for the safety-protection phase.

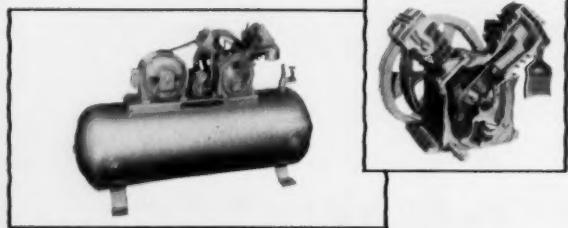
The pneumatic or hydraulic energy is said to prevent shutdown during power failure. In this event the operating engineer takes over the safety-protection phase.

We feel electric power failures constitute so minor a risk that we would prefer to have our electric-protection circuit function as it is meant to; that is, to complete boiler shutdown. A portable, standby gasoline-driven single-phase 60-cycle generator provides enough energy at low cost to serve the combustion controls during the rare power failures. □□



ounce of prevention
this

saves you dollars
of maintenance
on all Ingersoll-Rand
Type 30 Compressors
through 5 hp



Shown above is a finger valve. It is the heart of the compressor—the key to dependable and efficient operation. These stainless steel finger valves are rugged, dependable and efficient, yet so simple in design that their maintenance is never a problem on Ingersoll-Rand Type 30 Compressors. For the story on how they can help you to better profits, write:

Ingersoll-Rand

#3-54

11 Broadway, New York 4, N.Y.

Engineering Questions and Answers

Steam-Pump Slam

Engineering Editor: We've got a reciprocating steam pump in our plant. It handles hot water at a temperature of 204° F. When the tank is full, pump suction is about four feet below surface of the liquid. When this tank is empty the pump suction falls to only five inches. Suction line to the pump is five inches in diameter, made of copper tubing about six feet long. The pump discharge diameter measures four inches. The pump is a double-acting reciprocating steam type, 12 by 10½ by 14, operating at 70 strokes per minute. Pump head is 35 pounds.

But, unfortunately, the pump slams and we can't keep the valves tight. We can't see any way of increasing suction like some friends have advised. Any ideas on how this pump can be made to run quietly?—G.R.

Here is certainly the one-in-a-million letter to the editor. We would like to point out the help this letter gives us in trying to find out the right answers to the problem. With the helpful material G.R. furnishes we sketched Fig. 1, showing what we've got to work with. Now for some ideas.

Our guess is that the pump slams when there is a full tank of water. And the slam comes because the pump pushes water out the discharge line faster than the six-inch suction line can supply it. The cylinders just aren't getting enough water. On the pump stroke the piston speeds up till it slams into the wall of water. Or, the pump cylinder moves so fast with the little water there it forms a partial vacuum and the water tends to flash to vapor.

As we see it there are three solu-

tions: (1) Increase the size of the suction line, at least to eight inches; (2) reduce the temperature of the tank water by putting in cooling coils, and (3) run a small cold water line directly into the suction line near the tank exit.

You could get around the problem by slowing the pump down to 30 or 40 strokes per minute. Then the quantity of water the pump pushes out will be no more than the amount you plan to pump.

If G. R. could build up the tank sides to at least double the present height the suction head would increase. But he speaks of no way to increase the suction head. In that case, I think this might work.

Install a suction cushion chamber, like that in the sketch, Fig. 2. Make the chamber so it holds three or four times the pump cylinder's capacity, then connect the chamber at the pump so that water flows right into the pump without going through all the bends and elbows which

Fig. 1 shows. If any vaporization occurs it will seek an outlet into the chamber rather than be trapped in the pump cylinder.

There is still one other tip that comes to mind before we give up on this question. See Fig. 3. You will note that we have increased the size of the suction line. The opening into the supply tank reaches 10 inches and feeds a 10-by-8-inch reducing ell that connects to a sloping line with an eccentric swage at the pump end. The swage causes the 5-inch nozzle to become an orifice which helps balance the pressure difference between the pump and supply line.

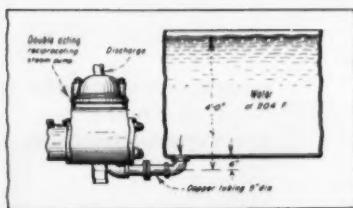


Figure 1

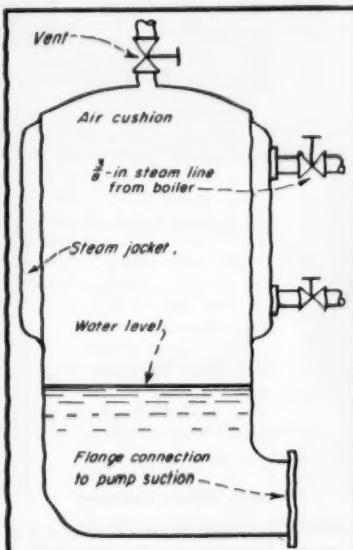


Figure 2

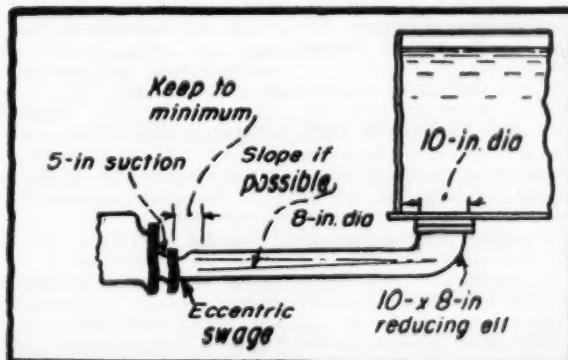


Figure 3

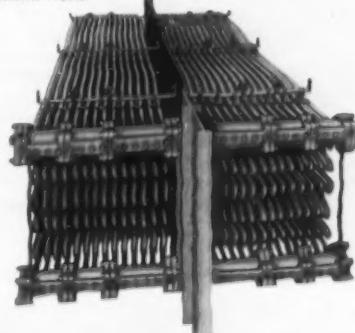
WE SUPPLY HOT WATER ECONOMICALLY

We can evaluate the hot water requirements of your laundry from the boiler to the wash wheel and handle the intermediate engineering. Always with the idea of greatest economy, we will take care of the engineering design, selection of materials, sizes, and designs.

Whitlock Engineers help you plan ahead, anticipating your future needs by suggesting a physical arrangement which allows for expansion without incurring capital expenditures at this time. Let us recommend the proper equipment to save you money. See your local Whitlock Engineer or write for Bulletins 40A and 51. The Whitlock Manufacturing Company, 90 South Street, Hartford 10, Conn. New York, Boston, Chicago, Philadelphia, Detroit, Richmond. Authorized representatives in other principal cities. In Canada: Darling Bros., Ltd., Montreal.



Storage Heaters-Produce maximum hot water at minimum cost. Heated by exhaust steam, condensate, live steam, or any combination of these. Steel, everdur, copper-lined, or Konkrete-lined shells. Write for Bulletin 40A.

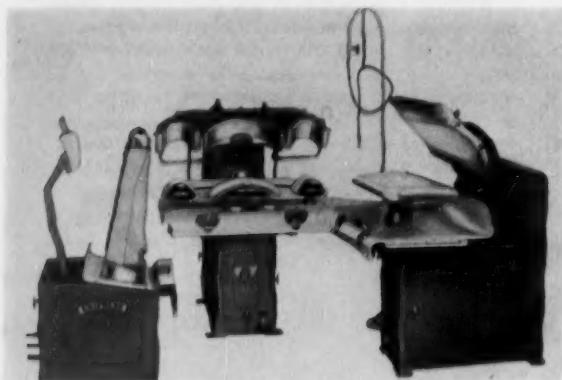


Preheaters-Recover heat from waste wash water. Easy to clean. They pay for themselves in short order. Write for Bulletin 51.

Whitlock

NEW PRODUCTS and LITERATURE

Unipress Features Sport-Shirt Finisher



Ira C. Maxwell, president of the Unipress Company, has announced the development of a new sport-shirt finishing unit that can be operated by one or two girls. The three-press unit is arranged to iron all sport shirts with a minimum number of lays and to give maximum production at low operating cost. Fingertip control is said to provide fast, easy and safe operation.

Frosted head plates combined with "gliding" action on "floating" bucks give a smooth finish. Beneath the removable frosted plates are polished chrome heads. The new one-lay sport-shirt sleeveer finishes sleeves in two seconds, accord-

ing to the manufacturer. The sleeveer is automatically timed so that when sleeves are dry the shirt is released and can be lifted easily from the unit.

The combination SCYC does collars, cuffs and full yokes in two lays; it eliminates the need for a separate yoke press. Model SBT finishes bosom, back and inside button strip. Proper pressure is provided automatically.

The new sport-shirt finishing unit may be operated by one girl if shirts are put on hangers and two operators can be used if shirts are folded.

Further information is available from Unipress Company, 2802-A Lyndale Ave. S., Minneapolis 8, Minn.

Glover Features Washer for Automatic Laundries

Bill Glover, Inc., 5204 Truman Rd., Kansas City, Mo., has introduced a new Auto-Spin washer-extractor of 18-pound dry-weight capacity. This 18-pounder falls between the 9-pound commercial models of the home-type washer and 25-pound commercial open-end washers. The company also manufactures open-end washers of 25- and 60-pound dry weight capacity. For these models, the Bill Glover Auto-Trol—automatic formula control—and Bill Glover Automatic Supply Feeder are offered as optional equipment.

This first 18-pound open-end



washer-extractor for the automatic laundry is made to spin

clothes dry enough so that no further extraction is necessary; clothes can go directly to the tumbler or drier. Maximum drop and washing action is claimed for the 30-inch-diameter cylinder. An 18-inch double-latched door is designed to facilitate the handling of rugs, blankets and family bundles.

Of particular importance, according to Bill Glover, Jr., the company's vice-president in charge of engineering and development, is the use of stainless steel "which permits the use of sour for better washing." Shaft bearings and shaft water seal are the same as those used in Glover heavy commercial washers. Automatic controls on this model permit safe and easy operation by inexperienced help.

The Auto-Spin will stand atop the standard 12-by-16-inch island now used for 9-pound models. Or it can be mounted on a Glover-supplied sub-base that may be bolted into a wood or concrete floor. The large 2-inch nonclogging gravity drain empties the Auto-Spin in less than a minute, according to the manufacturer, eliminating redeposition of soil.

Self-Balancing Extractor



A new 24-inch self-balancing extractor, said to combine many labor-saving features and designed to speed laundry operations, has been introduced by Chicago Dryer Company, Department E, 2210 N. Pulaski Rd., Chicago 39, Ill.

Fully automatic, the machine includes automatic timer and brake. The basket is of stainless steel and is self-balancing so that it can be loaded by inexperienced help. The spindle has prelubricated ball bearings. The machine has been particularly designed for quick-service, store laundries and institutions, and can be furnished with single- or three-phase motor.

Descriptive literature on the 24-inch extractor is available from the manufacturer.

Yarnall Offers Literature, Features Improved Gauges

Twelve basic improvements have recently been made on Yarway flat glass boiler water level gauges, according to Yarnall-Waring Company, Mermaid Lane, Philadelphia 18, Pa. They were designed to contribute to improved water-gauge service and longer water-gauge life.

The company also offers reprints of a technical article, "Boiler Water Gauge Illumination With Mercury Vapor Lamp," that appeared recently in *Combustion* magazine. A new Yarway water gauge bulletin, WG-1812, will also be available from the company shortly.

Wyandotte Rug Shampoo

Described in Folder



Rug Shampoo, manufactured by Wyandotte Chemicals Corporation, Wyandotte, Mich., is completely described in a new folder, Form 2172. The product is designed for on-location rug cleaning. It is diluted 8 to 1 with cold water before use. The folder contains directions for use and photos of actual use of the product.

The manufacturer claims that *Rug Shampoo* brightens colors, is easy to use either by hand or machine, wets nap instantly and leaves no odors.

Lane Offers Catalog

A new six-page catalog published by W. T. Lane & Bros., Inc., covers a variety of canvas baskets, hamper and trucks for laundry, drycleaning, hospital, school and hotel use. It illustrates 15 styles, including: square, elevated and plant-and-flatwork baskets; canvas-top and extra-heavy-duty shipping hamper; washroom, extractor, shake-out, elevated, hospital and drycleaners' trucks. Complete dimensions are given for all containers.

Included are detail photos illustrating such features as special steel frame, plasticized duck covering, extra-wide longitudinal shoes and crossboards, and rubber wheels with self-lubricating bearings. A replaceable-parts section covers



Mr. Harry Herskowitz, owner
CITY DRY CLEANERS
& LAUNDRY, INC.
Miami, Florida

"We do \$26,000 worth of laundry a week—and all of it is done with
SWIFT'S SOAP"



With a reputation for turning out fresh, *really* clean laundry . . . fast, and at a steady five-figure weekly volume, Harry Herskowitz doesn't compromise on the quality and dependability of his wash room soap.

City Dry Cleaners and Laundry Inc., use nothing but Swift's White Ribbon Chips because they know they can be depended upon to dissolve quickly, wash clean and rinse completely under varying conditions. And they're economical too . . . Swift's continuing use of only the best grades of raw material has been paying wash room dividends to Swift's customers for over 40 years.

Whether *your* weekly volume is \$26,000 or \$2,600, whether you require a neutral soap or a built soap—there is a Swift's soap for every laundry need. They are quickly available from 375 Swift's distributors throughout the U.S. and Canada . . . Why not call or write Swift & Company for further information? And remember . . .

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

SWIFT & COMPANY
Industrial Soap Department
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Another of Swift's
Products for Industry

Fletcher

JUNIOR EXTRACTORS



Compact— —YET HIGHLY EFFICIENT

The Fletcher "Junior" extractor was specifically designed as a compact unit to be used in medium-sized laundry and dry-cleaning shops where space is usually at a premium. It combines many of the features of other popular Fletcher extractors for safe, dependable operation with a minimum of maintenance.

Super Self-Balancing is incorporated in these extractors to give extreme stability for loads up to ten pounds out of balance.

Fletcher Junior Extractors are available in basket diameters of 30", 33" and 36". They will accommodate general drycleaning loads from 60 to 110 pounds. Laundry capacities are about 20% greater.

Write, today, for further information on these and other Fletcher Extractors.

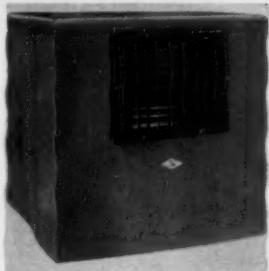
FLETCHER WORKS

221 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850

casters, duck body, shoe and crossboard styles and available caster arrangements.

Copies of this catalog, No. 4, are available from W. T. Lane & Bros., Inc., Poughkeepsie, N. Y.

Polar-Breez Air Cooler



A new line of low-cost air-cooling units has been introduced by Air Cooling Engineering Company, Evanston, Ill., under the trade name Polar-Breez.

The company reports that this third edition has been enlarged substantially and now contains 72 pages of text, tables, charts and indexes. New additions or revisions include the adding of new reagents, indicators and standard solutions to the section dealing with these subjects, supplemental methods for determination of metallic impurities, and revised methods of tests applied in the analysis of chlorine and hypochlorite bleaches.

Solvay offers copies of the bulletin without charge. Requests for Technical and Engineering Service Bulletin No. 12 should be addressed to Advertising and Sales Promotion Department, Solvay Process Division, Allied Chemical & Dye Corporation, 61 Broadway, New York 6, N. Y.

New Midget Thermostats

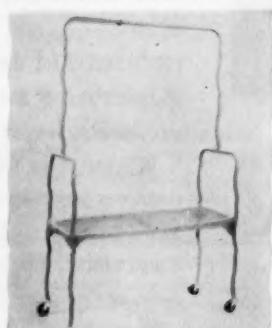
A new series of thermostats, $\frac{1}{4}$ inch in diameter and about $2\frac{1}{2}$ inches in length, has been developed by Fenwal Incorporated and designated the Midget Thermoswitch.

Because of its small size and double-lead design this product may be used—with suitable relay circuit—as a precision temperature controller in any heated device, such as a platen, where installation space is closely limited. It may also be used as an overheat detector. The midget unit is factory-set to actuate at any selected temperature from minus 65 degrees to plus 450 degrees F. It is designed for 1 amp service at 115 volts A.C. or 32 volts D.C.

Three different models are available. This line of thermostat has an inverse-type action: the electrical contacts close when external temperature rises to the unit's actuation temperature. However, a regular-action model (contacts open on temperature rise) will also be available shortly.

Further information is available from the manufacturer, Fenwal Incorporated, Ashland, Mass.

Two-Purpose Carrier



The Karry-All Kart, a two-purpose carrier for the dry-cleaning department, has been announced by Wiley P. McGinty, sales manager for the Cottonblossom line of textiles.

This addition to the products of Southern Mills, Inc., Atlanta, Ga., features a convenient rack and platform for the presser and serves as a swift carrier for loading route trucks. When

platform is lowered to the bottom holes, the cart is converted to a carrier for long garments.

Made of 1-inch heavy steel tubing and enameled with chip-and-rust-resistant paint, the Karry-All Kart has ball-bearing, swivel-type wheels.

Accounting Unit Offered



The National Cash Register Company is featuring a new accounting machine, the Class 34, a low-priced companion to the Class 31 line. It is designed primarily for use in small establishments.

The Class 34 has a hydraulically operated carriage and a system of automatic control through detachable form bars that may be switched to change from one bookkeeping job to another. Typewriter models will be equipped with a standard keyboard, electric typewriter.

The unit features direct subtraction from every total; a reverse key that permits immediate correction of any error; the ability to clear all totals automatically, and fully automatic carriage functions. The new machine has five totals and will be manufactured in both typewriter and non-typewriter models. Further information is available from the manufacturer at Dayton 9, Ohio.

Powermaster Line Extended

Powermaster packaged automatic boilers built by Orr & Sembower, Inc., Reading, Pa., have been available in smaller sizes with a standard pressure-atomizing oil nozzle for firing light oil only. The company has announced the extension of this Model 4 line through 100 hp. size. The line is also being constructed for other fuels, the model designations being 4L for light oil firing, 4C for gas firing and 4LG for combination gas or oil firing.

Orr & Sembower, Inc., Morgantown Rd., Reading, Pa., offers further information on the Model 4 Powermaster for light oil or gas firing from 15 to 100 hp. in steam or hot water designs for pressures to 250 psi. Other Powermasters are available to 500 hp.

Petro Gas, Oil Burners

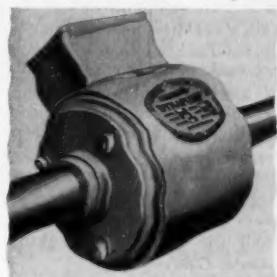
A new series of packaged gas, oil and combination gas-oil burners for commercial-industrial heating and power has been introduced by Petro, 3170 W. 106th St., Cleveland 11, Ohio. In each case the entire unit is assembled, wired, piped and tested at the factory; components are mounted on a heavy structural steel base.

The line includes seven stock sizes. Gas burners range from 3,750,000 to 24,000,000 B.t.u. input; oil burners, from 25 to 145 g.p.h. Each unit is equipped with an enclosed electrical control panel and a forced draft fan to deliver necessary air against a positive furnace pressure. Combination gas-oil models permit quick and easy change-over from one fuel to another.

Combination and straight gas-fired units include a Petro low-pressure ring-type gas burner, automatic gas controls, air volume control, and an electronic combustion control system. Any type of fuel gas may be used.

The oil burners—Petro development of the rotary-cup type—are available for firing all grades of fuel oil. Factory-installed electric, steam or hot-water oil heaters are available for the heavy oil models.

Fostoria Introduces Pump



A new leakproof centrifugal pump for water and drycleaning fluids has been announced by The Fostoria Pressed Steel Corporation, Fostoria, Ohio.

This unit, the Dynapump, is driven by a rotating magnetic field instead of a drive shaft. This feature makes possible a low-cost, totally enclosed motor and pump unit that makes a shaft seal unnecessary, according to the manufacturer.

Now available in fractional horsepower sizes, standard Dynapump units are of stainless steel. This permits their use with fresh or salt water, solvents or corrosive fluids. They can be used to pump drycleaning fluids on a predetermined time schedule to the different

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money

back

guarantee

Because we know that LONGLIFE APRON CLOTHS from Tingue's Gold Line of Quality Laundry Fabrics will outwear conventional Duck by over 20%, we make this double-your-money-back guarantee:

"Order today with the understanding that LONGLIFE APRONS (cloth finish) will give you a better finish and a lower cost per day of operation, or, we will refund double the difference between our invoice and the current price of the apron you are replacing."

LONGLIFE and Extra Heavy LONGLIFE are made from longer, stronger staple cotton spun into multi-ply yarn and woven on the world's heaviest looms in the Tingue, Brown Atlanta Mill. That is why we can make this guarantee—you risk nothing! LONGLIFE—20% longer service with less stretch and fabric impression!

Woven in conventional widths, from 50" to 124".

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Your local laundry supplier is stocking
Anchor - Rome Nets

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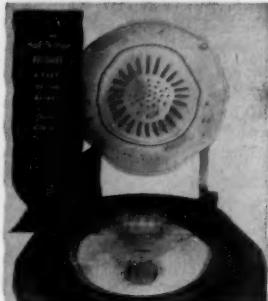
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ST. LOUIS SAN FRANCISCO TORONTO

parts of the automatic drycleaning equipment. The units, which are capable of producing heads of 25 feet and delivering 25 gallons per minute, are designed to provide efficient, economical leakproof pumping for all laundry and drycleaning applications.

Aluminum Extractor Cover



New Clayton Water Heater

A new high capacity and economical water heater designed for the laundry and drycleaning industry has been introduced by Clayton Manufacturing Company. The gas-fired model is approved by the American Gas Association, and oil-fired models carry Underwriters' Laboratory approval. All models comply with Canadian Standards Association regulations.

Basic feature of the equipment is its high velocity forced recirculating system that maintains a constant flow of water from the storage tank through the heating coil.

With this new equipment water may be delivered at two separate temperatures simultaneously. A special valve, optional equipment, automatically blends the high temperature water with cold water to maintain any desired temperature in the low temperature line.

The unit is available with copper or steel heating coils of continuous spiral helical design. Corrosion-proof lined Perma-Tank, unlined steel storage tank, or the complete heater assembly without tank are available. The unit is equipped at the factory with pump, burner, specified tank and heating coil, and all automatic controls, including thermostat. Further information is available from the manufacturer at El Monte, Calif.

F. H. Ross & Company, 1649 W. Market St., Charlotte, N.C., has introduced the Saf-N-Sur aluminum safety cover for laundry and drycleaning extractors. Easily installed in a few minutes, the cover becomes part of the basket and turns with it.

This product, which will not rust or corrode, is designed to prevent accidents to operating personnel and eliminate extractor damage claims since clothing cannot be thrown out of the extractor nor dirt sucked in. The cover permits rapid loading and unloading of the extractor.

Schade Publishes Catalog

A new catalog describing Schade pressure regulating and relief valves has been published by Schade Valve Manufacturing Co., 2527-2537 N. Bodine St., Philadelphia 33, Pa.

This catalog, No. 207, is the second of a new series. It tells how to select the correct valve for a particular need, giving tables and actual examples, and describes various valves, strainners and other Schade products with applications, operating pressure and temperature, construction and operation.

Shirt Bags Promote Extra Services



A new line of cellophane-front shirt bags that carry sales messages printed in sparkling colors is now available from Lee Converters, 28 W. 23rd Street, New York 10, N.Y.

Made of DuPont cellophane with paper or glassine backs, Lee Shirt-V-Lopes promote sideline services, seasonal greetings, or other advertising. A number of drycleaners and

laundries in the New York area are successfully using Shirt-V-Lopes to boost household cleaning, flatwork, fur storage, one-day service, shoe repairs, and premium offers.

By means of a special process, the printing inks are baked into the cellophane so that the design cannot rub or flake off. A wide choice of printing plates and syndicated designs are available at no extra cost. Choice of colors is unlimited.

An inexpensive, semi-automatic machine is available by which an operator can package 1,000-1,500 shirts per hour.

Samples and prices are available from Lee Converters.

Unit Wash Bulletin

Unit Wash Corp., Plainville, Conn., has issued an illustrated folder on its combination dry-cleaning washer-extractor, the Unit Kleen. The Unit Kleen is built in four sizes from 50 to 150 pounds with cylinder sizes from 36 by 24 inches to 44 by 42 inches. The bulletin, which is available from the manufacturer on request, includes comparisons of capacity, size, price and performance with equipment of other design.

Air-Conditioning Pump Featured by Ingersoll-Rand



Ingersoll-Rand has introduced a new air-conditioning centrifugal pump, the $\frac{3}{4}$ KRVSA Motorpump. It is a single-stage, 3450 r.p.m. unit with a keyed, cap-screw-type impeller attachment for positive fastening. The smooth bronze, die-cast, balanced impeller has a built-in shaft sleeve to prevent motor-shaft corrosion. Standard jet pump motors $\frac{1}{2}$ through 1 hp. are used, and the pump will deliver capacities to 48 g.p.m. at

heads to 100 feet. A mechanical seal consisting of a rotating ceramic face against a stationary Teepleite face prevents stuffing-box drips and eliminates motor overloads.

This new motorpump is specifically designed and constructed for air conditioning.

Bulletin No. 7126-D, describing the unit, is available from the company at 11 Broadway, New York 4, N.Y., or at any of its branch offices.

McDonnell & Miller Offers Revised Catalog

A new 24-page catalog is now available from McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

Long known in the heating field, McDonnell boiler feeders, low water cut-offs, pump con-

trollers and relief valves are being used in applications involving liquid level control and have been adopted as original equipment by many machinery manufacturers. This catalog, SC-5, is a revised edition of an

Paracoil Bulletin Available

Bulletin 1000, a 16-page publication on Paracoil heat exchangers, has been issued by Davis Engineering Corporation, 1064 E. Grand St., Elizabeth 4, N.J. The products of this company are grouped for easy reference into chemical, industrial, power plant and marine classifications. A full technical description accompanies each illustration. A special section on industrial fuel oil heaters is included.

Tank Lining Bulletin

An illustrated bulletin on MW Plasticote, an insoluble cement lining for the inside of new and old hot-water tanks and generators, is available from Protective Coatings Division of Metalweld, Inc., Scotts Lane & Abbottsford Ave., Philadelphia 29, Pa. The product is designed to protect against corrosion and eliminate rusty water.

The bulletin describes the application of MW Plasticote and features eight advantages to be obtained by those who produce hot water in large quantities.

LAUNDRIES PREFER

DARNELL CASTERS FOR THESE FEATURES

STRING GUARDS . . .

on Darnell Casters make them ideally suited for laundry use. These guards insure easy rolling even though strings and ravelings may wind around the hub.



RUST-PROOFED . . .

by the Udylite process, Darnell Casters and Wheels give longer life in laundries where water, steam and corroding chemicals are freely used.

RUBBER TREADS . . .

a wide choice of treads suited to all types of floors, including Darnellprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to the rough usage found in laundry service.

LUBRICATION . . .

swivel and wheel bearings are factory packed with a high-quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease gun lubrication.

Ask for
FREE MANUAL



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**more service for your customers
more profit for you**

Regular Soft collar	3.75 doz.
Non-wilt, wrinkle-proof	4.50 doz.
New Round Point	4.50 doz.
New Short Point	4.50 doz.
Button Cuffs, Pair	3.75 doz.
<i>In custom quality broadcloth:</i>	
Conventional with stays	5.25 doz.
Widespread with stays	5.25 doz.
French Cuffs, Pair	6.00 doz.
Packed $\frac{1}{2}$ dozen of a size from	
14 through 17½	

Standard packing reduced
to $\frac{1}{2}$ dozen of a size.

Minimum order 3 dozen assorted.

Ask your favorite supplier or write to:

Dublife Collars

288 4th Ave., New York, N.Y.

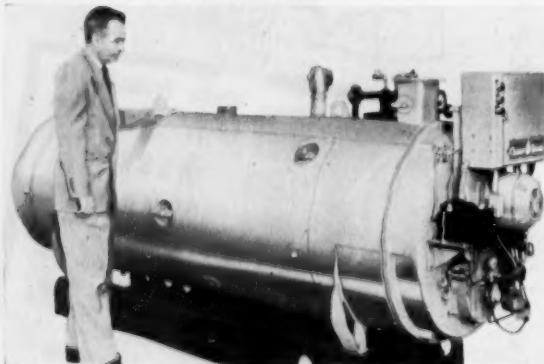
Dublife collars and cuffs



earlier catalog. In addition to standard McDonnell products, the catalog covers many special adaptations and components. It shows a complete selec-

tion of float-operated valves and switches. The catalog also contains engineering information, including capacity curves and roughing-in dimensions.

Cleaver-Brooks Designs New Packaged Boiler



A new compact packaged boiler called the CB has been introduced by Cleaver-Brooks Company. The manufacturer points out five features: silent operation; burns light oils without difficulties sometimes experienced on gun-type burners; Fireye electronic combustion safety control; maximum accessibility for operation and maintenance through use of

hinged doors on front and rear of unit; burns gas or oil at maximum efficiencies and can be converted from one fuel to the other quickly.

The CB is compactly constructed in one integrated unit and requires a maximum of 5 square feet per boiler horsepower. Great heat absorption is gained in four-pass construction and minimum efficiencies of 80

CHAINVEYOR

**NEW
LOW COST
completely
enclosed
OVERHEAD
CONVEYOR
of
Revolutionary
Design for
Laundries
and
Dry Cleaners.**



Typical laundry installation — 230 ft. long, driven by $\frac{1}{2}$ HP motor. Exclusive 15" radius curves bring work directly to operator. Report states this installation increased production with 6 less employees. New catalog gives complete information. Write for it.

Nationally Distributed by
**MATHEWS CONVEYER
COMPANY**
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with offices in all
principal cities.

We can't adequately describe the advantages of CHAINVEYOR in limited space. Completely enclosed — Simplicity of design — Reduced bulk, weight — 15" radius curves — Full ball bearing chain — Curves, chain scientifically heat-treated to "file hardness" triples life — Lubricated with synthetic substance that positively will not drip — Simple rugged power drive — So easily installed that most buyers do it themselves for a total cost that is most interesting.



United States Spring & Bumper Co.

4951 Alca, Box 2475 Terminal Annex
Los Angeles 58, California

percent are guaranteed by the manufacturer when firing with oil.

Now available in sizes from 15 to 40 hp., this model will be manufactured shortly in sizes from 50 to 80 hp. Further information is available from Cleaver-Brooks Company, 326 E. Keefe Ave., Milwaukee, Wis.

of the automatic Vic Auto Per with or without strong soap. According to Oscar Victor, vice-president, ". . . you load the clothes in, set the dials, and do not have to come back to the machine until the complete operation is finished . . . The Vic Auto Per carries straight through with no resetting required."

Complete details are available from Vic Cleaning Machine Company, 1313 Hawthorne, Minneapolis 3, Minn.

Adding Machine by Friden

Certified Quartex, designed for resurfacing floors subjected to alkalies, oil, grease or constant wetness, is suitable for use in laundries. The product is a hard, almost nonporous material made of quartz, iron-reinforcing and cementing agents. Quartex is delivered ready for mixing and requires a small amount of water. It is usually applied to a depth of about $\frac{1}{2}$ inch.

Certified Quartex is manufactured by United Laboratories, Inc., 16801 Euclid Ave., Cleveland 12, Ohio.

Automatic Strong Soap Unit

Vic Cleaning Machine Company is now featuring the Vic Auto Per with a completely automatic strong-soap unit. Drycleaners now have a choice

A new 10-key adding machine with a window that enables the operator to see numerals as they are put into the machine, and before they are printed or added, has been introduced by Friden Calculating Machine Co., Inc., San Leandro, Calif.

The machine is equipped with oversize live operating keys and the cipher key falls directly under the thumb or little finger, depending upon which hand is used.

Ayerst Features New Cream

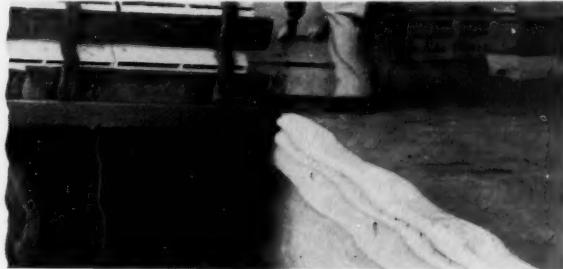
Kerodex, a medically tested hand cream, has been introduced by Ayerst Laboratories,

22 E. 40th St., New York, N. Y., as a protection against contact dermatitis. Designed for easy application, the cream is said to be non-sensitizing, non-irritating and does not smear.

Two types of Kerodex are

available: No. 71 protects against water-soluble irritants and Nos. 51 and 55 protect against water-insoluble irritants. The cream is designed for easy removal, requiring no harsh abrasives or strong soaps.

Neoprene Bumper Protects Truck-Loading Platforms



A new shock-absorbing bumper offered by The Everguard Company, P. O. Box 143, Newport Beach, Calif., is designed to eliminate scraping and gouging along the edges of loading platforms and to protect trucks at the points of contact.

The bumper, of neoprene synthetic rubber manufactured by E. I. du Pont de Nemours & Company, Wilmington, Del., is highly resistant to abrasion and

tearing, as well as to the rubber-deteriorating effects of sunlight, weather, oils, greases, acids and various other chemicals.

Outwardly the new dock guard resembles a half-round molding on a wide, flat base. The bumper is easily applied with ordinary roofing nails spaced few inches apart along the upper and lower flanges. Individual 14-foot sections can be abutted to form a continuous strip of any length.

Spence Offers Bulletin

A four-page bulletin describing design and operation features of Spence temperature regulators is available from Spence Engineering Company, Inc., Walden, N. Y. Spence temperature regulators feature a pilot, combining both a pressure and thermal element, that changes steam pressure for delivery according to demand requirements.

The bulletin presents a cut-away diagram of a typical unit with a description of construction and parts. Recommended installations of Spence regulators for instantaneous water heaters, storage water heaters and forced-air heating systems are also shown.

Veeder-Root Counter

Since its introduction a short time ago, the Veeder-Root Vary-Tally Counter has been used for quality, inventory and traffic control; sales and laboratory analysis; payroll preparation and many other uses in a wide variety of businesses.

The equipment is available in any of 66 combinations, up to 6 banks high and 12 units wide, with a minimum of 2 units wide, arranged compactly on

stands in tiers. Fingertip pressure on the front lever of a unit registers each count from 1 to 9999. A reset knob returns all counters in any tier to zero.

Complete details and literature are available from Veeder-Root, Inc., Hartford 2, Conn.

Taubman Marking Pen

To introduce its new pen, Taubman Laundry Marking Pen Co., 1 W. 34th St., New York, N. Y., is pretesting the laundry and drycleaning market with a direct-mail program to supplement its business-paper advertising. The program is directed to retail establishments throughout the country and features an introductory offer. All orders based on this mailing are being processed through jobbers.

New Size of Light Diffuser

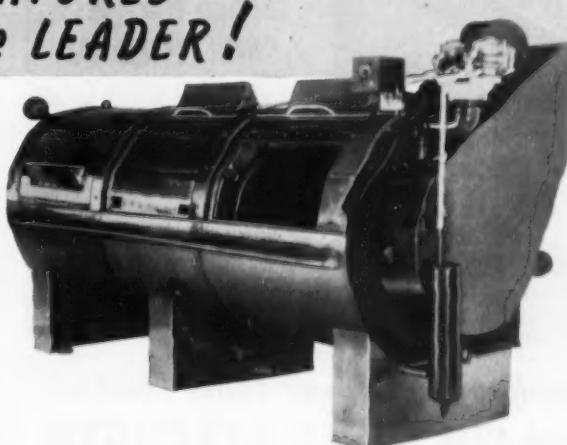
A large-sized model of the Guth Grate Lite Louver-Diffuser, 16 inches wide and 48 inches long, has been introduced by Edwin F. Guth Company. Identical with the company's 11-by-48-inch model, this product is a plastic grid with $\frac{3}{8}$ -inch cubical openings that give it the appearance of a white lattice. The cubes pro-

33 OUTSTANDING FEATURES make HENRICI the LEADER!

NO OTHER WASHER CAN MATCH THESE 33 HENRICI FEATURES

- Flat Sided Cylinder • Great Agitation • Unequalled Supply Intermix • "Dished" Cylinder Heads • "Spray Action" Ribs • "Tumble Barrel" Roll • More Cylinder Perforations • Stainless Steel Construction • Faster Cylinder Speed • "Hypercent" Mixing Chamber • Full Safety Features • Full Diameter Cylinder Trunnions
- Complete Inchling Control • Easy Unloading • Individual Replaceability of all Cylinder Parts • Single or Double End Drive • Combination V-Belt and Roller Chain Drive with Full Take-up Features • Special Laundry Reversing Motor with Brake and Unit Control Device • Ball Bearings Throughout • Sliding Shell Door for Each Cylinder Pocket • Solid-Welded Life-Time Leakproof Shell • Extra-Wide Cylinder Doors (choice of sliding or hinged types) • More Lifting Ribs • Right or Left Hand Controls • Self-Cleaning, Easy-to-Get-At "Simplex" Foot Treadle Dump Valve • Wide Supply Troughs • Water Seals on Trunnions • Outboard Bearing Housing • Cylinder Interior Free of Rivet Heads or Welding Seams • Compact Design of External Parts
- Water Manifold Full Length of Washer with Inlets for Each Cylinder Pocket • Adjustable Bottom Cylinder Door Stops • Lifting Eyes on Each End of Shell

*NOTE: an exclusive feature of the Henrici "Cyclone" model only



Illustrated is the 42 x 108" Henrici "Cyclone" model Stainless Steel Washer (3 pocket, 3 door) complete with automatic float-type valve, Henrici "Rinsometer" for automatic control of dump valve, heavy-duty reversing-type motor with 2-way push button control, thermometer and steam valve and piping. Capacity: 510 lbs. dry weight.

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Marking of Linens, Uniforms**

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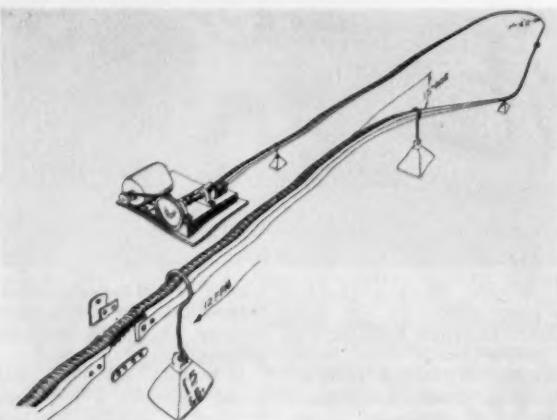
Specialists in Laundry & Dry Cleaners' Tag Systems
1348 N. 37TH STREET, MILWAUKEE 12, WISCONSIN



vide 45-by-45-degree lamp panels in complete ceiling-type shielding for eye protection. It will also be used in the new 16-inch wide fixtures now being introduced. Closely spaced vanes, which make up 30 percent of Grate Lite's surface, also assure efficient light diffusion.

The larger Grate Lite will make possible the use of fewer Complete information is available from The Edwin F. Guth Company, 2615 Washington Blvd., St. Louis 3, Mo.

M-H Standard Offers New Conveyor



The Monoflo conveyor, manufactured by M-H Standard Company, is designed for handling light loads along paths that can incorporate both horizontal and vertical bends. Standard components can quickly be assembled to fit any requirement.

Monoflo consists of a flexible high carbon steel screw, about $\frac{3}{4}$ inch in diameter, that turns in a metal retaining rail. The top of the rail is open to expose the screw. When a hook carrying a load is placed on the conveyor, the screw engages the hook and propels it along the rail. Loads can be placed on the conveyor and removed at any point.

Because of its one-way construction, the unit does not require an idle return loop.

This results in minimum space requirements, ease of installation and low equipment cost, the manufacturer states.

The conveyor carries loads up to 15 pounds per foot and travels at speeds to 12 feet per minute. Both horizontal and vertical curves have a 4-foot radius. Vertical inclines can be up to 15 degrees. A $\frac{1}{2}$ -hp. motor drives the Monoflo.

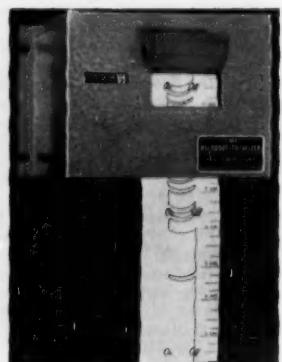
Descriptive literature will be mailed on request to M-H Standard Co., 513-521 Communipaw Ave., Jersey City 4, N. J.

Two New Timers Developed by Heat-Timer

Two devices, the Time-Recorder-Totalizer and the Time-Totalizer, have been introduced by Heat-Timer Corporation, 657 Broadway, New York 12, N. Y., to check processes, equipment and operating personnel.

The Time-Recorder-Totalizer (in photo at right) gives a permanent, uninterrupted record of when and how equipment is used. It is suitable for use on automatic or manual machines or processes. One roll of recording tape will last almost a year. In addition to the tape recording, the device totals operating time automatically; this serves as a handy reference to determine when the equipment or its parts need cleaning, repair or replacement.

The other new product, the



Time-Totalizer, can be mounted on or connected to any electrically operated equipment. It automatically totals the operating time to help determine overall efficiency of production and

equipment. It indicates time for cleaning, repair or replacement of parts. Both instruments are said to be easy to install and tamperproof.

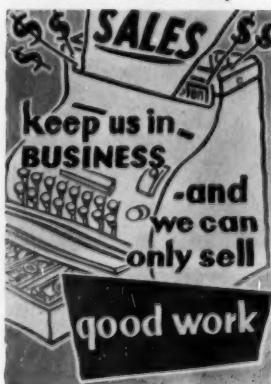
Utility Cart Featured



A new all-purpose utility cart is offered to laundries and cleaning establishments by Canvas & Metal Specialties, Inc., Groveville, N. J. A canvas bag for gathering waste paper, soiled linens or light bulky materials is suspended in the steel frame. When the bag is removed, the frame becomes a handy truck. Cartons or packaged materials weighing up to 200 pounds, resting on the built-in platform, can be transported, even up steps.

The cart is of welded steel construction, approximately 20 by 20 by 40 inches high and weighs about 25 pounds. Equipped with 10-inch semi-pneumatic rubber-tired ball-bearing wheels, it can easily be pushed over all types of surfaces. The steel framework is collapsible and may be stored in a closet.

Kelly-Read Offers Posters To Boost Sales Efficiency



The importance of employees being quality-, cost- and customer-conscious is being promoted in the latest series of

weekly poster bulletins supplied by Kelly-Read & Co., Inc., 508 St. Paul St., Rochester, N. Y., personnel development specialists. The illustrated multicolor posters carry such messages as: "Sales keep us in business—and we can only sell good work"; "Stop! Look! Will it please the customer?"; "Make it sell. More sales—more jobs."

H. A. Wolff, the company's executive vice-president, has stated that sales consciousness was made a theme of this attitude-conditioning program "to impress on employees that the 'margin for error' in business during the post-World War II boom period is no longer present." It is necessary, he explained, to encourage job attitudes consistent with a competitive business picture.

Nonstaining Insecticide Available From Campbell

A new strong insect spray that is guaranteed nonstaining for use around clothing and fabrics of all kinds, and therefore of value to the laundry industry, has been developed by Campbell Chemicals, Inc., 3807 S. Kingshighway, St. Louis, Mo.

Named Camicide, the product is said to have three to eight times more insecticidal power than other insect killers. It does not contain DDT or Chlordane. Camicide is designed to kill moths, roaches, spiders, waterbugs, silverfish, wasps and scorpions. It will knock down and kill roaches in steam rooms, in motors and compressors and in areas where starch and warmth attract these insects. The product is available in drum sizes for laundry use.

Wilson Offers Booklet

A 4-page circular that describes uses of TarGo, a penetrating wet or dry spotter designed for laundering, dry-cleaning and rug cleaning, has been released by A. L. Wilson Chemical Co., Kearny, N. J.

The circular explains the product's effectiveness in removing hard-set oily-base stains, even those that remain after charged-system cleaning, with a minimum of effort and mechanical action. It also describes how the product may be diluted with solvent to make an economical spotter for removing average stains quickly and easily. Copies of the TarGo circular are available on request from Wilson or any of the company's jobbers.

Make ANY HOTHEAD . . . in just press a . . . HOTHEAD 16 seconds



Every press in your plant can now do double duty—Regular pressing and hothead pressing—switch from one to the other and back again in a matter of seconds.

No need for special machinery—just flick a new GROSS STAR HOTHEAD GRID PLATE on your press—handle hard-to-finish cottons, suedes, etc. Zip it off and put on a regular Gross Star Grid Plate for woolens, silks and general pressing. Finish EVERYTHING in the plant on one press.

Gross Star HOTHEAD solid surface fits all press heads—made

of hard, shiny long-lasting Starium, a special alloy that holds heat, gives a beautiful finish, saves you many dollars in expensive installations for relative pennies.

Ask YOUR JOBBER about Gross Star Hotheads and Gross Star Aluminum Grid Plates.

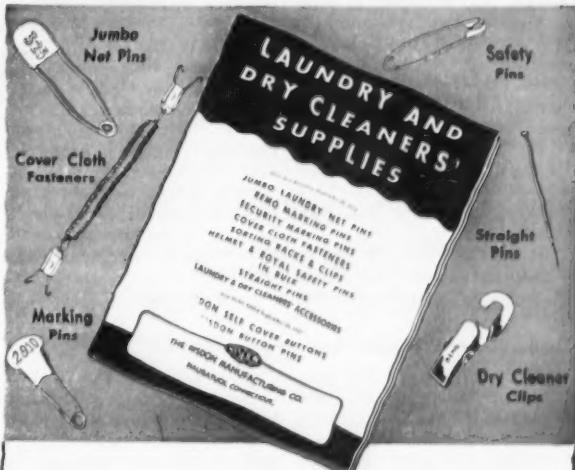
NO LINER NEEDED with GROSS STAR ALUMINUM GRID-PLATES



up to 46" \$14.85
mushroom... 11.00
over 46" 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

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NEWS

from the

ALLIED TRADES

Troy Names Walter, Castle Sales Managers



OLIVER H. CASTLE



HARLAN K. WALTER

Harlan K. Walter has been appointed general sales manager of Troy Laundry Machinery Division of American Machine and Metals, Inc., East Moline, Ill., according to John S. Swennumson, vice-president and general manager of the company.

Mr. Walter's promotion comes after 21 years of service, first as sales correspondent, then as Central division manager at Chicago and as assistant general sales manager. Mr. Walter's headquarters are at East Moline.

At the same time Mr. Swennumson announced that Oliver H. Castle will assume the du-

ties of sales manager for the new line of Troy Laundrite equipment. Mr. Castle joined the Troy sales force in 1929. Until recently he was Eastern manager division for Troy in New York. Previous management posts include Troy division district offices in Atlanta, Ga., and Dallas, Tex.

New sales plans for the line include featuring the automatic Laundrite washer for commercial, quick-service and self-service laundries, institutions, hotels and motels. Of 25-pound capacity, Laundrite units wash the average family bundle without overloading, according to the manufacturer.

Drake Named Division President by Pennsalt

William P. Drake has been named president of the new Industrial Chemicals Division of the Pennsylvania Salt Manufacturing Company, Philadelphia, according to an announcement by George B. Beitzel, president of the consolidated company.

Mr. Drake will be responsible for the manufacture and sale of Pennsalt's extensive line of industrial chemicals. Other major operating divisions of the company are Chemical Specialties Division, Pennsylvania Salt Manufacturing Company of Washington, Sharples Chemicals, Inc., and the Pennsalt International Corporation.

Mr. Drake joined Pennsalt in

1934 as a student trainee. Following completion of training, he served as salesman, sales supervisor, product sales manager and general sales manager. In 1949, he was elected vice-president of the company. For six months in 1952, on loan to the Government, Mr. Drake served as director of the Rubber, Chemicals and Drug Division, Office of Price Stabilization.

International Names Pearson

V. I. Pearson has been appointed general supervisor of used truck merchandising, according to R. M. Buzard, manager of sales, motor truck divi-

sion, International Harvester Company, Chicago. Mr. Pearson has served with the company since 1939 in various motor truck sales capacities. He has also served as assistant district sales manager for motor trucks at the Boston, St. Louis and New York offices.

Hoffman Elects Marcus As Bowdoin Resigns



HYMAN MARCUS

Hyman Marcus, chairman of the executive committee of U. S. Hoffman Machinery Corp., New York, has been elected president to fill the vacancy created by the resignation of George E. Bowdoin, according to an announcement by William Pfeiffer, chairman of the board. Mr. Bowdoin will continue in a consultant capacity.

Mr. Marcus became chairman of the executive committee of U. S. Hoffman and a member of the board last December. He is manager and principal of the Manhattan Capital Company and is president and director of Vascular Pharmaceutical Corp. Mr. Marcus is also a trustee of Jewish Memorial Hospital and the director of the Manhattan Technical Institute.

Schmidt Joins Wyandotte



CHARLES E. SCHMIDT

Charles E. Schmidt, widely known nationally and particularly to the Pacific Coast laundry industry, has joined Wyandotte Chemicals Corporation. He will be located in Wyandotte's New York City office as a sales and service supervisor, according to an announcement

Allegheny Ludlum Opens Warehouse and Office

Allegheny Ludlum Steel Corporation has announced the opening of a new tool steel warehouse and district sales office at 3800 N. First St., Milwaukee, Wis. The building is of stainless-steel wall panels in combination with brick.

Callaway's Knitted Nylon Callanet



is
the ORIGINAL net
... admittedly
the best
and
longest-lasting!

PROFIT BY THESE SUPER CALLANET FEATURES!

1. Streamlined, lightning-fast pinning.
2. Day-light mesh that won't "fog-up"—lintless.
3. Free passing of insolubles.
4. Suction action—cleaner, whiter loads.
5. Wider opening—easier loading.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving . . . time saving . . . space saving.
10. Long lasting—dollar saving.
11. Made by pioneers in net manufacturing.
12. Available in solid colors.

CALLANET—first and finest! Callaway led the field with the first knitted nylon laundry net. And Callaway continues to lead with the finest net in the business. Callanet is more economical, more efficient, more durable!

Callanet may have been imitated, but it's never been duplicated. So use the ORIGINAL—order Callanet. Get all the facts . . . see your Callaway representative.



Reg. U. S. Pat. Off.

Callaway Mills Inc.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.

Chicago 54 • Boston 11 • Detroit 1 • Atlanta 3 • San Francisco 3

Los Angeles 12 • Akron 8 • Dallas 7

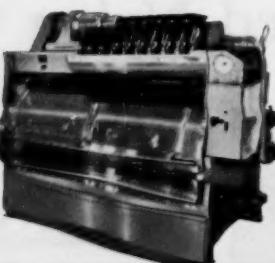
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FULLY AUTOMATIC
WASHERS FOR
THE HEART OF
YOUR LAUNDRY

ROBOT LAUNDRY MACHINERY SALES

DIVISION OF THE WOLF COMPANY

Chambersburg, Pa.



THIS FAMOUS TAG

GIVES YOU POSITIVE AUTOMATIC
MECHANICAL CHECK FROM
BREAKING TABLE TO DELIVERY

Foolproof speedy identification—automatically!
Cuts loss claims, cuts labor costs, speeds
your whole operation—Flexible—Fits your
present system—Key-Tag identification
systems for every plant...for every service.
WRITE FOR DETAILS AND PRICES.

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The code-lock tag fits
only one assembly arm
...THE CORRECT ONE!

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Metal Press Pads

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- METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS.
- MET-L-FLAN TOP PADS

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X. S. SMITH INC. RED BANK NEW JERSEY



You can depend on

PRODUCTS ADVERTISED in STARCHROOM LAUNDRY JOURNAL

When you order by trade name the supplies and equipment described in advertisements in this magazine, you know the manufacturers are prepared to stand behind them. This is your assurance of quality and performance.

by W. B. Appleby, manager, **American Promotes Gerling**
laundry and textile department.

Mr. Schmidt studied engineering at the University of Missouri. During World War II, he served as liaison representative for the Armed Forces with the Southern California laundry industry. He also designed and supervised construction of all military and institutional laundries in 11 Western states for a national laundry machinery company. Mr. Schmidt has served in production, sales and executive capacities for laundry firms in California and Arizona and has been active in local laundrymen's associations and in the National Association of Institutional Laundry Managers.

Before joining Wyandotte's New York staff, Mr. Schmidt had a thorough briefing in current advances at the Wyandotte Chemicals Laundry Research Laboratories.

National Automatic Elects Mills Director

George Mills, Kansas City, Mo., laundry operator, has been elected to the board of directors of National Automatic Laundry Distributors, Inc., according to Bob Conde, National president. Mr. Mills, who retired from the power laundry field in Kansas City last year, will act as consultant to National on its sales of equipment to steam laundries.

National Automatic Laundry Distributors, Inc., was formed to assume national distributorship of Maytag automatic washers to self-service laundries. Mr. Conde and Norm Schloesser, vice-president, have also announced plans for the expansion of the Maytag "Wash Tub," a self-service laundry owned by National.

Philadelphia Quartz Names Barrett to Laundry Sales

Philadelphia Quartz Company, Philadelphia, manufacturer of silicated detergents, has named Franklin J. Barrett of Salem, Mass., to its laundry sales service division. Mr. Barrett was formerly laundry manager for Booth Memorial Hospital, Brookline, Mass. He has been active in the Institutional Laundry Managers Association of New England, serving as its president since 1952. After completing the company's training course, Mr. Barrett will be assigned to technical laundry service in the New England territory.



ROSS L. GERLING

Ross L. Gerling has been named assistant to the general sales manager of The American Laundry Machinery Company, Cincinnati, according to an announcement by Ray Anthony, general sales manager.

Mr. Gerling has had a long and successful record of service with the company, first in its factory department and later in its sales promotion department. He then handled sales supervision work in the company's Eastern division office and most recently served as a major territorial salesman.

Clinton Names Jackson



ROBERT H. JACKSON

H. A. Bendixen, vice-president and general sales manager of Clinton Foods Inc., Corn Processing Division, has announced the appointment of Robert H. Jackson as assistant general sales manager of the Eastern division. Mr. Jackson joined the company in 1939 and has represented it in the Philadelphia territory. He will now be located at 120 Wall St., New York, N. Y., where he will work with L. D. Buhler, Eastern division sales manager of the Corn Processing Division of Clinton Foods Inc.

Westinghouse Air Brake Appoints Carlson

Edward O. Boshell, president and chairman of the board of Westinghouse Air Brake Company, has announced the appointment of James A. Carlson as assistant vice-president in charge of sales coordination for the company.

A graduate of Northwestern University Law School, Mr. Carlson served as professor of University Law School. In 1940 he joined the Federal Bureau of Investigation. In 1951 he became assistant to the president of Westinghouse Air Brake Company.

Convention Calendar

Eastern Canadian Laundry & Dry Cleaners Association

Muskoka Beach Inn
Gravenhurst, Ontario

June 17-19, 1954

Laundry, Dry Cleaning and Allied Trades Exhibition

Olympia, London, England

July 8-17, 1954

Virginia Association of Launderers and Cleaners, Inc.

Chamberlain Hotel
Old Point Comfort, Virginia

August 30-31, 1954

National Association of Institutional Laundry Managers

Atlanta, Georgia

October 14-16, 1954

American Institute of Laundering

Atlanta Municipal Auditorium

Atlanta, Georgia

October 15-17, 1954

Kentucky State Laundry and Cleaners Association

Phoenix Hotel

Lexington, Kentucky

November 5-6, 1954

Obituaries

Charles William Cornick, 42, owner and manager of Snow White Laundry Service, Normal, Illinois, died recently of heart disease. Mr. Cornick, who served in World War II, was a member of the American Legion. His wife, two sons and mother survive.

L. A. W. Kiehm, 70, died recently in Evanston, Illinois. Mr. Kiehm was a well-known allied tradesman, having served with the Refinite company, as Chicago representative for The American Laundry Machinery Company, and as Western representative for W. T. Lane & Bros., Inc. Mr. Kiehm retired about six years ago. He is survived by a nephew.

G. G. Sanborn, 64, assistant vice-president of Tingue, Brown & Co., died on April 30 at Colorado Springs, Colorado. As a representative of Tingue, Brown for 27 years, Mr. Sanborn covered areas from Maine to Texas. In 1942 he moved from New Jersey to Atlanta, Georgia, to manage the company mill there.

DANDUX BASKETS & TRUCKS . . .

- carry a bigger payload
- Tests show that 2½ bu. basket will hold over 2000 pounds of dead weight.

C. R. DANIELS, INC.

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PRODUCTS

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TAG-O-LECTRIC With AUTOMATIC PIECE COUNTER



Makes, marks, power staples temporary identification tags and counts pieces in one operation. Selective single or double stapling. Models adaptable to all laundries and cleaning plants.

PATENTS ISSUED
OR PENDING

RIBBON-RITE MARKING MACHINE



Clean, sharp, indelible ribbonized marking. Noinking grief. Always ready for use.

TAG-O-MATIC

The economy machine for cleaners. Makes, marks and stocks tags. Like tags for all orders. No waste, no loose tags. Makes tags up to 10 characters.



Genuine TAG-O-LECTRIC
FIBERROLL

The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. ½ sizes.

Genuine

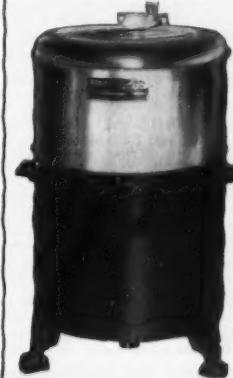
TAG-O-LECTRIC STAPLES
Rust-resistant or rust proof. Made for power, precision stapling.

Write for Free Booklets on TEMPORARY IDENTIFICATION

TEXTILE MARKING MACHINE CO., INC.

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BOCK EXTRACTOR



Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

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Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3016. 472-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 151-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891. 595-2

For sale: Best laundry and drycleaning plant by a dam site. Good business, small operation, near large dam and resort, old established business, two routes, small amount down, low rent, long lease. W. Troy Duncan, Hillsboro, Texas. 593-2

LAUNDRY BUILDING & BUSINESS, sacrifice price, or will lease. Modern building, fully equipped, fur storage vaults, etc. Ready to operate. 15,000 sq. ft. Call Mr. Marcus, GLICK REALTORS, St. Louis, Mo. MAIN 1-4182, 107 N. 6th St. 594-2

SHIRT LAUNDRY: 100% cash-and-carry wholesale and retail, drycleaning sent out. Prosperity 2-girl shirt unit, doing over 2,100 shirts weekly. \$450-500 weekly gross. Equipment A1 condition. Main street location in fast-growing Connecticut town. \$6,500 cash. **ADDRESS:** Box 608, STARCHROOM LAUNDRY JOURNAL. -2

Good money-maker for sale. Family work, linen supply. Upper New York resort area. Annual sales \$100,000. Potential \$200,000. Exceptional opportunity for several experienced laundry men to team up and be own bosses. \$25,000 cash, balance terms. **ADDRESS:** Box 591, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: Very profitable laundry and drycleaning plant, doing \$9,000 weekly business, fully managed, one-floor operation. Considered one of best equipped and laid-out plants in Virginia. Can be bought with or without property. Cash required \$100,000. Depreciation will pay off balance. Owners retiring. **ADDRESS:** Box 581, STARCHROOM LAUNDRY JOURNAL. -2

Laundry for sale in Pennsylvania with modern machinery bought in 1949 and 1951 and new boiler. 1953 gross over \$80,000. 40% of business cash-and-carry. Selling on account of illness. Price \$25,000. Easy terms can be arranged. **ADDRESS:** Box 581, STARCHROOM LAUNDRY JOURNAL. -2

BUSINESS OPPORTUNITY: Owner of two laundries and one drycleaning plant must sell these plants located in Midwest community of 60,000. One laundry and one drycleaning plant equipped with latest and most modern equipment, the other plant has fair equipment. Gross business annually exceeds \$170,000. Priced to sell quick as owner must sacrifice on doctor's orders to retire from business. These plants will pay off in less than five years with present business. This business opportunity is well worth your investigation to make an offer. Owner will carry unpaid balance. **ADDRESS:** Box 582, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: Laundry and drycleaning plant, 75 miles north of Sacramento, Calif. Trucks operate throughout the county, fixed revenue from commercial accounts equals 35% of gross. Equipment like new, two boilers. Owner wishes to retire after 34 years. Annual gross \$100,000. Price \$80,000, down payment \$55,000. Modern block building may be purchased or leased. **ADDRESS:** Box 588, STARCHROOM LAUNDRY JOURNAL. -2

Owner retiring, will give excellent terms to right parties. Fine **BUILDING**, fair equipment, excellent Southern California location. Doing over \$300,000 annually. A **REAL OPPORTUNITY** for someone. **ADDRESS:** Box 589, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: Laundry, drycleaning and rug cleaning plant in western New York State. Completely equipped with much new equipment; buildings, land and plenty of room for expansion. Reason for selling is ill health. **ADDRESS:** Box 601, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY & CLEANING PLANTS FOR SALE (Cont'd)

DRYCLEANING AND LAUNDRY PLANT. ALL EQUIPMENT IN EXCELLENT CONDITION OR NEW. BRICK AND BLOCK BUILDING 8575 SQ. FT. WITH MODERN LIVING QUARTERS ABOVE. YEARLY GROSS OVER \$150,000. LISTED AT \$145,000. HOTHEN & BAUGHMAN, REALTORS, 730 MAIN ST., COSHOCTON, OHIO. PHONE 746. 574-2

Laundry for sale: Located in Corning, California, grossing about \$28,000 yearly. Only laundry in town. Asking \$13,500. Good equipment. Contact C. L. Hazen, 1395 Solano St., Corning, California. 652-2

CLEANING PLANTS WANTED

WANTED—IN FLORIDA—DRYCLEANING OR LAUNDRY & DRYCLEANING PLANT IMMEDIATELY. C. B. MYERS, BOX 835, WINTER HAVEN, FLA. 606-1

SITUATIONS WANTED

TOP-FLIGHT EXECUTIVE on a dead end street is looking for a position that will give him an opportunity to use to its fullest scope his twenty years experience in domestic and commercial laundry and drycleaning. Thoroughly grounded in the best production methods, quality control, cost accounting and sales. His experience in plant reorganization and layouts is a valuable asset. Education and personnel record of the best. Will consider only a plant that can use his capabilities to their fullest. **ADDRESS:** Box 610, STARCHROOM LAUNDRY JOURNAL. -2

HELP WANTED

Wanted: superintendent and foreman for new modern industrial laundry and drycleaning establishment in large Midwest city. Steady employment and good salary to man of experience. State age, qualifications and references. **ADDRESS:** Box 595, STARCHROOM LAUNDRY JOURNAL. -2
IF YOU ARE READY FOR A RESPONSIBLE AND REWARDING ASSIGNMENT, HERE IS AN OPPORTUNITY TO BECOME THE GENERAL MANAGER OF A LONG-ESTABLISHED MODERN FAMILY LAUNDRY AND DRYCLEANING PLANT IN A LARGE, PLEASANT MIDWESTERN CITY. LIBERAL COMPENSATION BASED ON PERCENTAGE OF SALES PLUS ANNUAL EARNINGS BONUS WITH AN INITIAL MINIMUM GUARANTEE OF \$10,000. AGE: 30-40. REPLY HELD IN STRICT CONFIDENCE. INCLUDE ALL THE DATA THAT YOU THINK A PROSPECTIVE EMPLOYER WOULD BE INTERESTED IN. **ADDRESS:** Box 576, STARCHROOM LAUNDRY JOURNAL. -2

WANTED: SUPERINTENDENT IN A LAUNDRY DOING \$250,000 A YEAR IN A GROWING CITY OF 40,000 POPULATION. MUST BE ABLE TO PRODUCE QUALITY WORK AT A REASONABLE COST. MUST HAVE SOME KNOWLEDGE OF THE MACHINES. GOOD HABITS ARE REQUIRED. IF YOU DRINK DO NOT REPLY. **ADDRESS:** Box 651, STARCHROOM LAUNDRY JOURNAL. -2

SALESmen WANTED

SALESmen—Must be thoroughly experienced in the laundry, linen service and institutional laundry field. Lifetime opportunity for good men. Write complete details. Thermopatch Corporation, 2432 Grand Concourse, New York 58, N. Y. 489-14

Salesmen wanted: Nationally known textile house can use two experienced salesmen on Pacific Coast to call on laundries and linen-supply houses. Liberal commission arrangement with drawing account. Well-known line. Give age, experience and present earnings. Replies confidential. Write—Laundry Textiles. **ADDRESS:** Box 609, STARCHROOM LAUNDRY JOURNAL. -2

SALESMAN OR DEALER TO HANDLE AS A SIDE LINE COMPLETE STOCK OF SECOND HAND LAUNDRY AND CLEANING MACHINERY. EXCELLENT OPPORTUNITY. **ADDRESS:** Box 549, STARCHROOM LAUNDRY JOURNAL. -2

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 181 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL. 3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. ADDRESS: Box 9972, STARCHROOM LAUNDRY JOURNAL. 3

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know them. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1928-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-38

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-87

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-launderers that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N.W. 2nd Ave., Miami 37, Fla. 607-10

MISCELLANEOUS

100 TALON PANTSZIPPERS \$11.50. BARGAINS IN BUTTONS—also ocean pearl. Complete line of tailor trimmings, sewing supplies. Ask for wholesale price list. Nassau Notionhouse, Nassau, N. Y. 567-8

FLEXIBLE STEAM HOSE

FLEXIBLE STEAM HOSE—Replacements for all makes and models of pressing machines. Immediate delivery. **FLEXIBLE STEAM HOSE CO.**, 5317 Niles Street, Skokie, Illinois. 504-40

POWER PLANT EQUIPMENT FOR SALE

54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Tan Eyck Street, Brooklyn 6, N. Y. 9953-36

PLEATING PATTERNS

DO YOUR OWN PLEATING with an **EISINGER PLEATING OUTFIT**. Pleats garments without the use of expensive equipment. Easy to operate. Write for details. **FRANK EISINGER**, 783 Southern Blvd., Dept. S., Bronx, New York 55, N. Y. 611-22

SPECIAL PLEATING PATTERN OFFER:—36" Sunburst Accordion Pleating Pattern ONLY \$7. Regular catalog price \$14. **FRANK EISINGER**, 783 Southern Blvd., Dept. S., Bronx, N. Y. 55, N. Y. 612-22

MACHINERY FOR SALE

Panex shirt unit, air-driven, never used, big reduction in price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 613-4

MACHINERY FOR SALE (Cont'd)

60 x 72 Zephyr washers, stainless steel throughout, 8 pockets, V-belt, motor-driven. Big-capacity modern washers at tremendous savings in price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 614-4

Cook washer, 50 lb. capacity, all stainless steel, motor-driven. Very reasonable. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 615-4

2-, 4-, 6- and 8-roll ironers, American, Smith Drum or Troy. All in excellent shape and outstanding bargains. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 616-4

16 x 100 American #41210 flatwork ironers, motor-driven, return type, excellent ironers for small plants. Big bargain. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 617-4

42 x 84 American Norwood Cascade, all Monel, two-pocket, late-model washer in good shape; also one three-pocket, motor-driven, 3-phase, A.C. Modern, efficient machines at bargain prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 618-4

42 x 36 American Monel Cascade motor-driven; big capacity in small floor space, also 42 x 64 Troy all-Monel washers, motor-driven. Every one a bargain. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 619-4

24 x 36 Norwood Cascade Monel washer, motor-driven. Excellent item for small lots and colored work. Thoroughly overhauled and a real buy. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 620-4

54 x 108 Troy Monel washer, 9 pockets, motor-driven. Thoroughly overhauled, a big-capacity efficient washer at a low price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 621-4

54 x 126 Troy Monel washer, 24 pockets, motor-driven; also 44 x 126 Troy Monel washer, 24 pockets, belt-driven. Two fine machines for the plant using pocket washing. Outstanding buys. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 622-4

54" American Perry extractor with two sets of containers; thoroughly rebuilt and in good operating shape. Very reasonable. Also a 48" Notrux extractor with three sets of baskets. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 623-4

50" American Notrux extractor, Monel job with containers, hoist and overhead track. Efficient modern equipment with minimum investment. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 624-4

40" x 48" extractors, all makes, American, Troy, Zephyr, Hoffman, Monel baskets, motor-driven. A fine selection at very low prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 625-4

Small extractors, 17", 26" and 30", motor- or belt-driven, American and Troy. Available for prompt delivery. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 626-4

Shirt units, American Tiltor 4-girl units; also Prosperity units, and a full line of wearing apparel presses. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 627-4

Drycleaning washers, 54 x 60 Hoffman D. C. washers, motor-driven, explosion-proof motors; also 6,000 gal. Hoffman filters, a full line of stills and accessories. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 628-4

Tumblers, Huebsch 49 x 44, motor-driven, used very little, big reduction from new list price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 629-4

42 x 84 American Cascade washer, 8 pockets with horizontal partition, motor-driven. Years of satisfactory service left in this fine machine. D'Angelo & Ash, Inc., 301 Beach 71st St., New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 630-4

MACHINERY FOR SALE (Cont'd)

LIQUIDATION SALE KMX LAUNDRY, 1151 61 St., Brooklyn, N. Y. ALL EQUIPMENT AT SACRIFICE PRICES; MONEL WASHERS; 6- and 8-roll IRONERS; 48", 60" and 50" NOTRUX Extractors, tumblers, shirt units and apparel presses; 5,000 gal. P. & K. HOT WATER HEATER, COPPER-LINED; 1 UNIFLOW engine generators, 187 KVA and 100 KW; KEELER boiler, 300 H.P., oil, 150 lbs. W.F.; NCR laundry business machine, electric adding machine, many items too numerous to mention in this issue. WRITE, WIRE OR PHONE complete list; WILLIAMS LAUNDRY MACHINERY CO., sole liquidators, 37-37 9th St., Long Island City 1, N. Y. STILLWELL 6-6666. 562-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1948; American 8-roll ironer, American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer, American Cascade 48x84" washer; Troy 48x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 48x90" tumbler, Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb; 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washers. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3126 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

Wood cylinders and shells, replacements; any size, with new brass hinges and stainless-steel trim; also new wood washers. ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4

For Sale: 1—Used 44 x 84" ROBOT two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two set containers. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7745. 9028-4

2-ROLL 100" COLUMBIA and 100" RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 307 Ten Eyck St., Brooklyn 6, N. Y. 329-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YORE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AMERICAN and TROY 84" and 88" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISSELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 42" AMERICAN 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 10 CLASSIFICATIONS, 99 BUNDLE NUMBERS; 999 LOT NUMBERS, CAPACITY UP TO 99½ POUNDS and \$99.99. MODEL A-2297 (6) ST. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 403-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1-COMPARTMENT, 1-DOOR, MOTOR-DRIVEN; 30 x 48", 28 x 33", 24 x 36", 24 x 34". REBUILT LIKE NEW. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 433-4

48" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

4 Tumblers, Ellis Drier Company, 48x120" motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

AMERICAN and TROY 5 Bell 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

30 x 120" and 36 x 120" WILEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

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BONDS

Advertisers in This Issue

A

Ald., Inc.	45
Allegheny-Ludlum Steel Corp.	49
American Cleaners Equipment Co., Div. of The American Laundry Ma- chinery Co.	69
American Laundry Machinery Co., The	52
American Telephone & Telegraph Co.	22
Applegate Chemical Co.	88
Armour and Co.	38-39

B

Beach Soap Company	3
Behrstock Co., L.	89
Bishop Company, G. H.	11
Bock Laundry Machine Co.	93

C

Callaway Mills, Inc.	91
Cissell Manufacturing Co., Inc., W. M.	5
Classified Department	94-97
Clinton Foods Int.	47
Colgate-Palmolive Co.	55
Cook Machinery Co., Inc.	Third Cover
Cowles Chemical Co.	33
Cummings-Landau Laundry Machinery Co., Inc.	34

D

Daniels, Inc., C. R.	93
Dornell Corp., Ltd.	85
Dixie Corporation	4
Dublite Collar Co.	86
Du Pont de Nemours & Co., Inc., E. I., Textile Fibers Dept.	39

E

Elgin-Refinite Div. of Elgin Softener Corp.	71
------------------------------------------------	----

F

Fletcher Works	82
----------------	----

H

Hammond Laundry-Cleaning Machin- ery Co.	19
Henrici Laundry Machinery Co.	87
Hoffman Machinery Corp., U. S.	
	Fourth Cover
Huebsch Manufacturing Co., Div. of The American Laundry Machinery Co.	61
Hungerford & Terry, Inc.	76
Huron Milling Co., The	17
Hydraxtor Co., Div. of Zephyr Laun- dry Machinery Co.	31

I

Ingersoll-Rand Co.	78
Iselin-Jefferson Co., Inc.	84

J

Jones Co., C. Walker	51
----------------------	----

K

Keever Starch Co., The	2nd Cover, 57
Key-Tag Checking System Co., The	92

L

Leef Bros., Inc.	63
------------------	----

Mc

McLay Co., Walter J.	88
Marion Manufacturing Co.	23

N

Nashua Corp., Sure-Hold Div.	53
Nashua Textile Co., Inc.	88
Nicholson & Company, W. H.	78

P

Patterson-Kelley Co., Inc., The	75
Pellerin Milner Corp.	25
Procter & Gamble	43
Purkett Manufacturing Co.	41

R

Risdon Manufacturing Co., The	89
Robot Laundry Machinery Sales, Div. of The Wolf Co.	92

S

Sarco Co., Inc.	77
Smith Inc., X. S.	92
Solvay Process Division, Allied Chemical & Dye Corp.	28
Southern Mills, Inc.	1
Speedy Washer Mfg. Co.	29
Starchroom Laundry Journal	8-9, 50, 92
Swift & Company	81

T

Taubman & Co., Samuel	88
Textile Marking Machine Co., Inc.	93
Tingue, Brown & Co.	83
Troy Laundry Machinery	12

U

Unipress Co., The	7
U. S. Hoffman Machinery Corp.	
	Fourth Cover
U. S. Spring & Bumper Co.	86
Utility Truck Distributors, Inc.	65

W

Western Laundry Press Co.	93
Westinghouse Air Brake Co.	64
Whitehouse Nylon Products	27
Whitlock Manufacturing Co., The	79
Wilson Chemical Co., A. L.	21
Wyandotte Chemicals Corp.	6

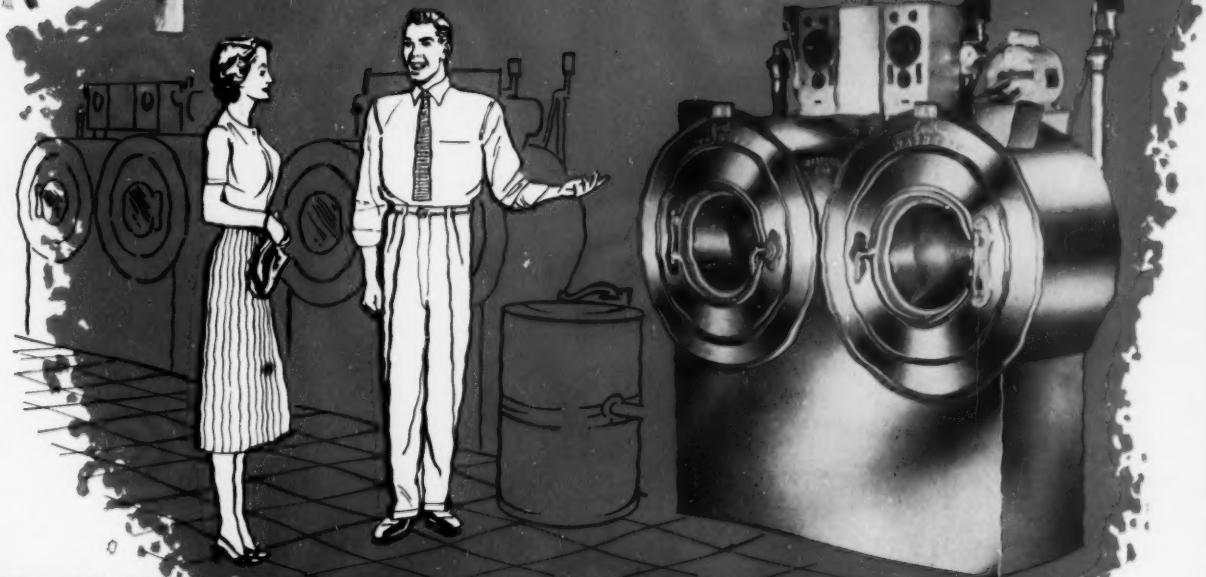
Y

Yarnell-Waring Co.	73
--------------------	----



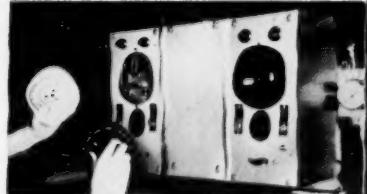
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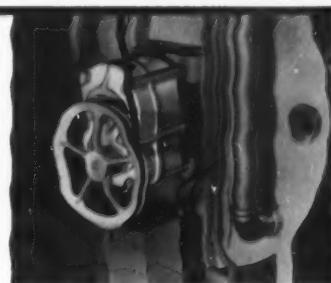
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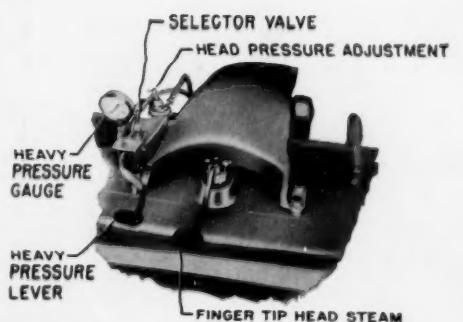
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